

# The Quality of Life Strategy for Older People in Tameside 2008 - 2011

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## Transforming Services Together

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# The Quality of Life Strategy for Older People in Tameside 2008 - 2011

**Foreword by Ian Munro Chair of the Tameside Older Peoples Partnership.**



This strategy will guide the work of the Tameside Older People's Partnership over the next three years. It signals our commitment to continually engage with older people in Tameside so as to improve their quality of life and to maximise the contribution they make to the quality of life of the whole of Tameside.

The strategy is intended as a guide to help us concentrate on the key local issues which are important to and affect older people in Tameside. The actions in the supporting action plan will change and adapt over the next three years of this strategy, to ensure that we continue to be responsive to changing local issues and any national or regional issues which effect Tameside.

The Tameside Strategic Partnership and all its constituent thematic sub groups will be involved in implementing this strategy. All public, private and voluntary and community sector organisations must ensure that they are considering the needs and aspirations of older people in the way that they plan and deliver services.

In Tameside we don't regard the increasing number of older people as a problem, but rather an opportunity. Most older people live independent lives, contributing a great deal to the life and vibrancy of Tameside. Our response to the changing age profile should, therefore, be about making sure that we are supporting older people so that they can continue to make this contribution. This strategy is the mechanism through which we will make this happen.

## 1. Executive Summary

In Tameside we have long believed that providing services for older people is not just about social care or health, or about focusing resources for older people on those with the most severe needs.

We believe that all services should promote the well-being of older people by ensuring that universal services are readily engaging them in the active community, along with specialist services being available when they are needed.

We believe that older people are not merely passive recipients of services, but play an active role in the life of their communities and are valuable contributors to the economic and social life of the borough. As such, we believe that true engagement of older people goes beyond merely consulting with them about what issues are important to them, to involving older people in achieving joint solutions to the issues which affect them.

The focus of this strategy is the key themes which are important for people aged 50 or over in the borough.

We recognise that the needs of people who are still economically active, fit and leading healthy lifestyles and fully independent will differ from those who have become frail and need support from others. However, we also believe that support and changes in lifestyle for people in their 50s can help them lead independent and fulfilling lives as they become older.

The purpose of this Quality of Life Strategy for Older People is to provide clear direction for all the partners involved in the Tameside Strategic Partnership to reshape the services we all provide to increase the engagement of older people.

This strategy continues the work started by the original Quality of Life Strategy for Older People in Tameside 2005/2008, and builds on the close working arrangements developed through the Older People's Partnership which links people across statutory, voluntary and community and independent sectors and, most importantly, older people themselves.

This is the second Quality of Life Strategy for Older People in Tameside. It has been prepared by the Tameside Older People's Partnership. This partnership acts on behalf of the Tameside Strategic Partnership to meet the aim of ensuring that "there is a co-ordinated multi sector approach from all stakeholders in the Tameside Strategic Partnership to enable older people aged 50+ to live active, satisfying and independent lives, whilst ensuring that the needs of the most vulnerable people are met."

Our vision is to achieve a society in Tameside where older people are valued and are able to play a full and active part, with services which support them that are integrated, person centered, community focused, promote independence and the ability to live full and satisfying lives.

In order to achieve this, the strategy will support the partnership to:-

- **Promote Older People's contribution** to the communities they live in and the achievement of the aims of the Community Strategy
- **Be needs focused**, by meeting the needs of all older people, including the most vulnerable
- **Promote joint working** across agencies and communities so that shared goals and outcomes for older people can be achieved
- **Listen and respond** to older people's needs and views
- **Provide information** of a high standard, in a range of media and languages, regarding available services and support
- **Ensure easy and equitable access** to services and support
- **Be proactive** by ensuring that strategic planning and service development anticipates and is responsive to changing needs

The strategy has evolved through ongoing consultation and engagement with older people, in particular, but not exclusively, the Really Important Question conferences and networks, and the Tameside Older People's Advisory Group which is part of the Community Empowerment Network for Tameside, linking directly into the Tameside Strategic Partnership.

Through this strategy and its supporting action plan, the partnership will ensure that joint actions are taken by the relevant partners to address the following key themes:-

- **Creating a Positive Culture for Older People in Tameside**
- **Information, Communication. Choice and Control**
- **Feeling Safer in the Community**
- **Lifelong Housing**
- **Healthy Lifestyle**
- **Adequate Income**
- **Getting Around**

## 2. Strategic Links

This strategy will inform and advise the work, not only of the Older People's partnership, but the whole of the work of the Tameside Strategic Partnership Board. The Older People's Partnership will ensure that it reports regularly to the Tameside Strategic Partnership Board on progress towards meeting the priorities of the strategy by undertaking the following tasks: -

- **Working Within the Performance Framework of the Tameside Strategic Partnership Board to:**
  - Ensure the Community Strategy is informed by the views of older people
  - Be responsible for the delivery of key aims and actions relevant to older people emanating from the Community Strategy
  - Report directly to the Tameside Strategic Partnership Board on an annual basis on progress and any key issues arising for older people, through the mechanism of the Older People's Partnership partnership agreement
  - Link to other partnerships as necessary, where there are key interface issues to be addressed or influenced by them. An example of this would be where issues regarding sport and physical activity for older people would be taken to the Tameside Sport and Physical Activity Alliance (SPAA) which now leads on sport and physical activity development in the borough
  
- **Ensuring a Focus on Well Being:**
  - Whilst the needs of the most vulnerable older people will be addressed, the partnership will focus on promoting the independence and active participation of older people in their communities
  
- **Co-ordinating Information on Needs:**
  - Systems will be developed to ensure that information on the needs of older people is shared between the partners and used to develop appropriate responses
  
- **Ensuring Older People are Involved:**
  - The partnership will ensure that mechanisms continue to be supported which involve as wide a range of older people as possible
  - The Older People's Partnership will ensure that the views of older people inform the development of the strategic plan, and that older people are informed of the outcomes from consultation
  
- **Simplifying and Rationalising:**
  - The Older People's Partnership will ensure that planning, commissioning and delivery of services for older people is as simple and as streamlined as possible
  
- **Prioritising:**
  - Whilst ensuring that any targets set by regional and national government are met, local priorities are also identified and met

### 3. Working in Partnership

The Quality of Life Strategy will be delivered by the Older People's Partnership. Membership of the partnership will be comprised of the following:-

- Key agencies from all sectors responsible for the planning, commissioning and delivery of services to older people
- Representation from the Tameside Older People's Advisory Group, which is part of the Community Empowerment Network which links through Tameside Voice to the Tameside Strategic Partnership Board
- Local people who have been elected onto regional or national Better Government for Older People's groups.

The partnership may, from time to time, co-opt other partners onto the group for specific issues. Membership will be determined by consensus.



## 4. Tameside's Ageing Population

In common with the rest of the UK and the European Union, there will be a large shift in the age profile of the people of Tameside due to many factors including improved health amongst older people. It is important for us to understand the potential impact this may have on services in the future, as well as understanding the current economic trends for people aged over 50 which will affect their economic well-being and the quality of their life as they get older.

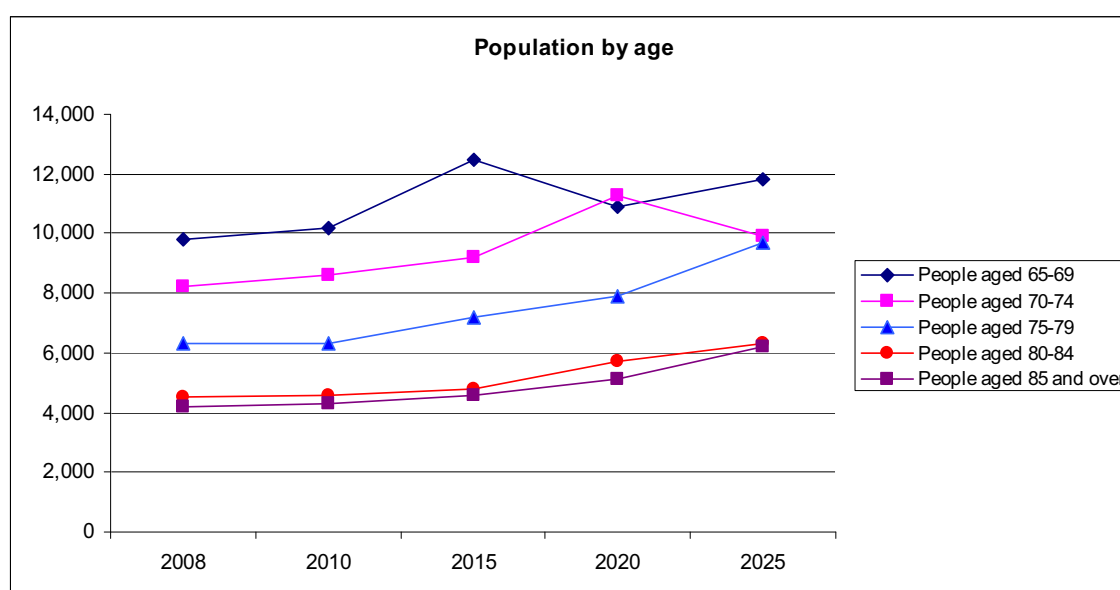
### 4.1 Population Projections for Older People In Tameside

Over the next 17 years the age profile of Tameside will dramatically change. As can be seen from table 1 and figure 1, by 2025, whilst the population of Tameside is predicted to increase by 4%, the percentage increase for older people aged 65 and over and 85 and over will rise at the much higher rates of 25% and 31% respectively. By 2025, the proportion of the population of Tameside aged 65 and over will have increased from 13.36% to 16.81%.

**Table 1 Percentage of Total Population Projections**

Population Group	2008	2025	% Increase
Total Population	214,800	224,300	4%
Population aged 65 and over	28,700	37,700	25%
Population aged 85 and over	4,300	6,200	31%
Population aged 65 and over as a proportion of the total population	13.36%	16.81%	21%
Population aged 85 and over as a proportion of the total population	2.00%	2.76%	28%

**Figure 1 Percentage of Total Population Projections**



*(Information is taken from the Care Services Efficiency Delivery (CSED) website, which is a projection system. All Tameside figures are based on people aged 65+ and are the latest sub national population projections available for England based on 2004 population.)*

## 4.2 Predicted Effect of Population Changes on Other Services

This increase in ageing will not only affect the provision of health and social care services, but also housing, carers' support, community based services, accident and emergency, as well as all universal services provision.

As the population profile of Tameside becomes older, there is predicted to be a concomitant rise in the numbers of older people receiving statutory help to enable them to continue living in their own homes. The table below shows that from 2008 to 2025 it is predicted that there will be an increase of over 900 people (33%) aged 65+ helped to live at home.

**Table 2 People Aged Over 65 Helped to Live at Home**

	<b>2008</b>	<b>2010</b>	<b>2015</b>	<b>2020</b>	<b>2025</b>
Total Number	2852	2939	3310	3535	3794
% Increase Year on Year		3.1%	12.6%	6.8%	7.3%
% Increase from 2008 Baseline		3.1%	16.1%	23.9%	33.0%

*(Figures based on people aged 65+. The 2005-06 performance figures have been applied to the ONS 2006 mid-year population estimates of the 65 and over population, to give estimated projections of the numbers predicted to need help to live at home to 2025.)*

In addition to the need for increased support for people to support them in their own homes, there will be an increase in the number of older people living alone, which is predicted to rise by 27.5% (nearly 4,000) for people aged over 65 from 2008 to 2025.

**Table 3 People Aged Over 65 Living Alone**

	<b>2008</b>	<b>2010</b>	<b>2015</b>	<b>2020</b>	<b>2025</b>
65-74	4563	4780	5497	5597	5480
75+	7142	7139	7686	8556	10122
<b>Total</b>	<b>11705</b>	<b>11919</b>	<b>13183</b>	<b>14153</b>	<b>15602</b>
% Increase (year by Year)		1.8%	9.5%	7%	9.3%
% Increase Total (from 2008 baseline)		1.8%	12.4%	18.6%	27.5%
% Increase 65 – 74 (from 2008 baseline)		4.8%	19.5%	18.8%	16.4%
% Increase 75+ (from 2008 baseline)		0%	7.6%	18.4%	34.8%

*(The 2005-06 performance figures have been applied to the ONS 2006 mid-year population estimates of the 65 and over population, to give estimated projections of the numbers predicted to need help to live at home to 2025.)*

Table 4 shows the predicted increase in unpaid care of 29.0% from 2008 to 2025.

**Table 4 Provision of Unpaid Care**

	<b>2008</b>	<b>2010</b>	<b>2015</b>	<b>2020</b>	<b>2025</b>
<b>Total</b>	3528	3651	4167	4350	4550
% Increase (year on year)		3.5%	2.4%	4.3%	4.4%
% Increase (from 2008 baseline)		3.5%	18.1%	23.3%	29.0%

*(The term 'unpaid care' covers any unpaid help, looking after or supporting family members, friends, neighbours or others because of long-term physical or mental ill-health or disability or problems related to old age. Numbers have been calculated by applying percentages of people providing unpaid care in 2001 to projected population figures.)*

Whilst people are admitted to accident and emergency (A&E) services for a number of different reasons, one of the main reasons for older people attending these services is due to falls. Table 5 shows that there is a predicted 39.5% increase from 2008 to 2025 for older people attending these services due to a fall.

**Table 5 People Aged 65+ Predicted to Attend A&E Due to a Fall**

	<b>2008</b>	<b>2010</b>	<b>2015</b>	<b>2020</b>	<b>2025</b>
65 - 69	279	293	359	310	339
70 – 74	302	313	338	412	364
75+	1427	1446	1569	1758	2099
<b>Total</b>	<b>2008</b>	<b>2052</b>	<b>2266</b>	<b>2480</b>	<b>2802</b>
% Increase (year on year)		2.2%	10.4%	9.4%	13.0%
% Increase (on 2008 baseline)		2.2%	12.8%	23.5%	39.5%

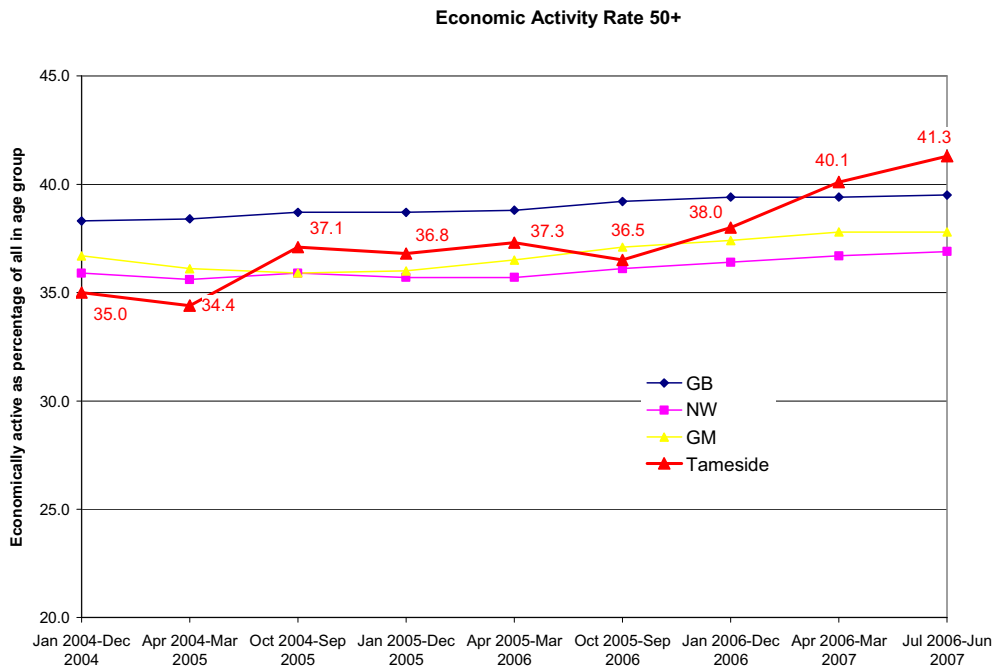
*(These figures are based on a study of 647,721 A&E attendances and 204,424 admissions to hospital in 1999, for fall related injuries in people aged 60 years and over. Scuffham, P. et al, Incidence and costs of unintentional falls in older people in the United Kingdom, Journal of Epidemiology and Community Health, Vol. 57, No.9, Sept. 2003.)*

### **4.3 Older People and Economic Well-Being**

Economic well-being has a direct correlation with the quality of life that older people can experience. Achieving economic well-being is not just about ensuring that older people who are retired receive the benefits they are entitled to, but ensuring that as they approach retirement, at whatever age they choose, they are able to be as economically active as possible.

Older people in Tameside are becoming increasingly economically active, and Tameside has a higher rate than the national, regional and sub regional averages as compared with 2004, where the rate was lower than all these averages.

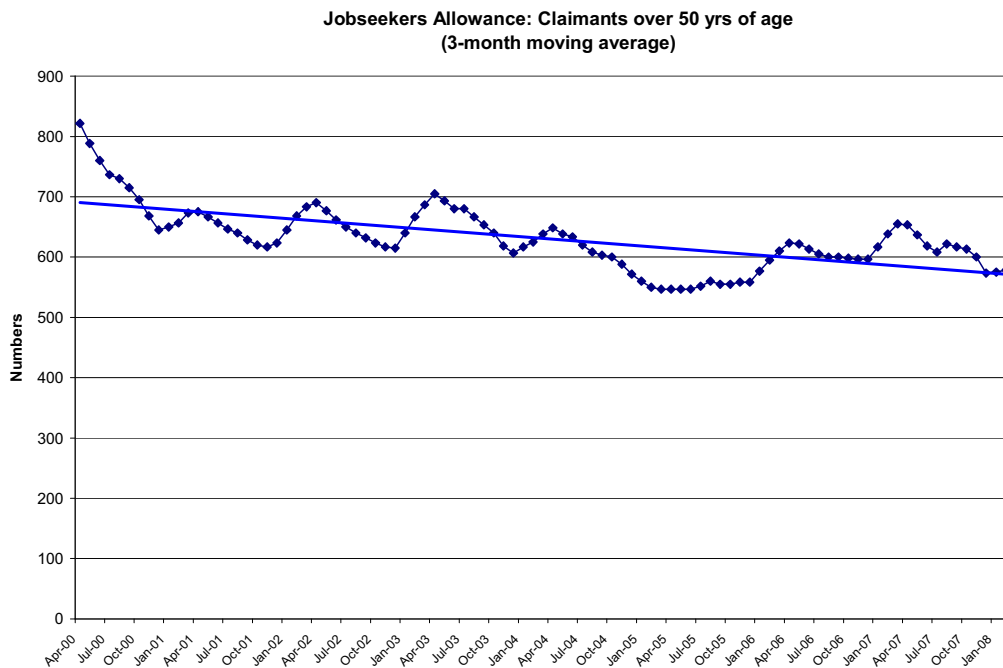
**Figure 2 Economic Activity of People Aged 50 or Over in Tameside**



(Source = Annual Population Survey)

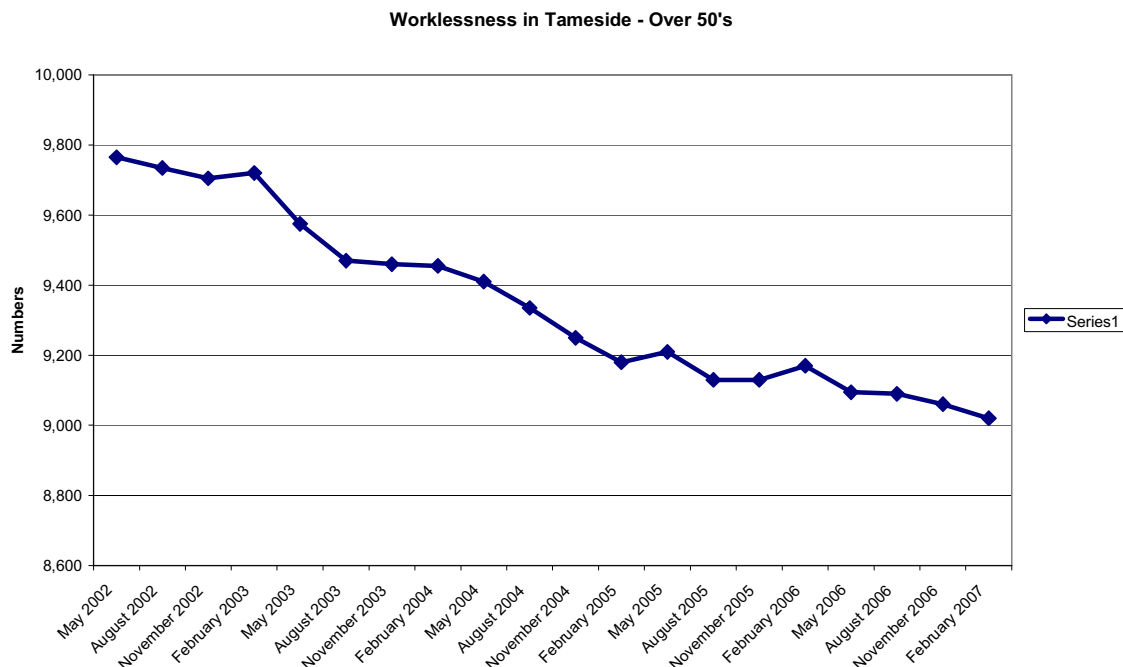
Along with increasing economic activity, unemployment amongst people of working age over 50 has steadily declined since 2000.

**Figure 3 Job Seekers Allowance Claimants for People Over 50 in Tameside (2000- 2008)**



The decline in unemployment of people aged over 50 appears to be genuine and not just a function of people in this age group moving onto other forms of working age benefits. Figure 3 illustrates a consistent reduction in the working age benefit claim rate for this group of people since 2002.

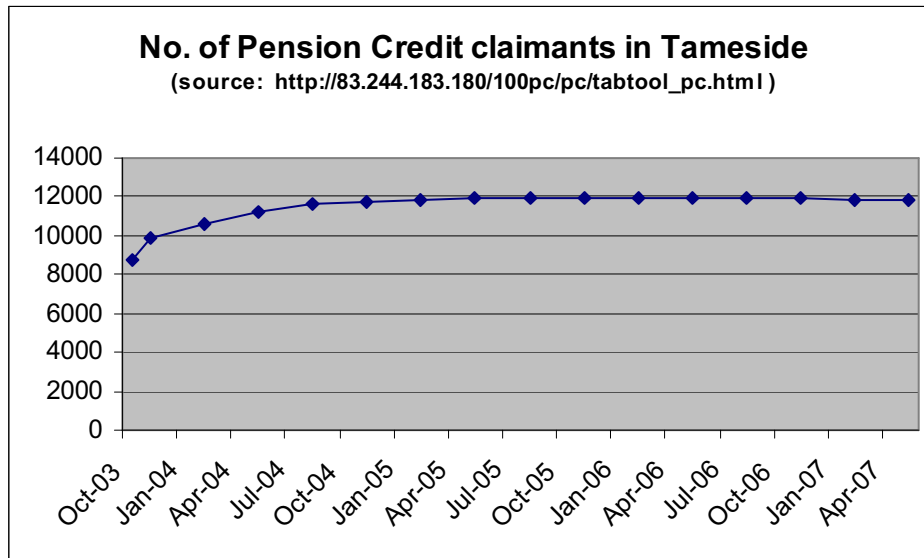
**Figure 4 People Over 50 in Tameside Claiming Working Age Benefits**



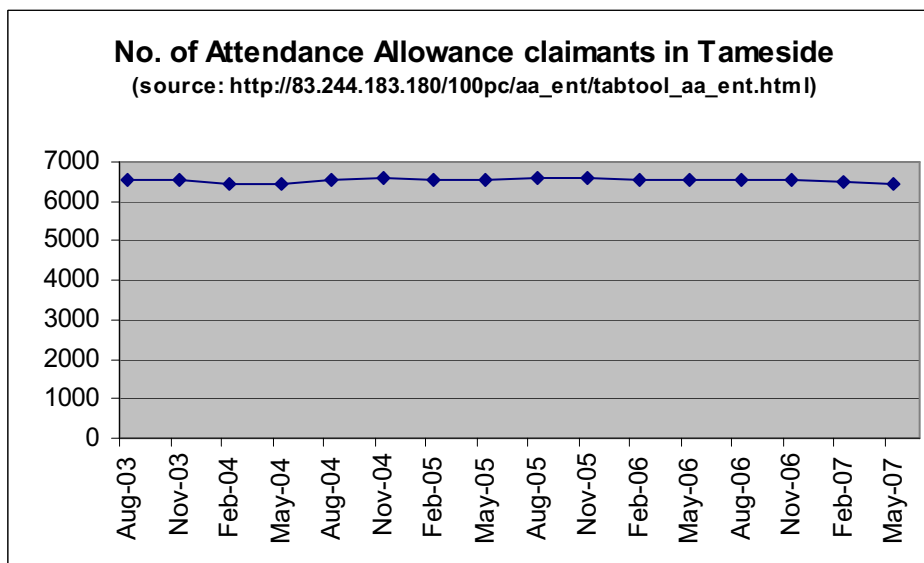
The figures show that the older people population changes in Tameside will affect all services, not just health and social care. As Vladamir Špidla EU commissioner for Employment, Social Affairs and Equal Opportunities said in 2005 *"The issues are much broader than older workers and pension reform. This development will affect almost every aspect of our lives, for example the way businesses operate and work is being organised, our urban planning, the design of flats, public transport, voting behaviour and the infrastructure of shopping possibilities in our cities.....All age groups will be affected as people live longer and enjoy better health, the birth rate falls and our workforce shrinks."*

For those older people who are not of working age, substantial and sustained work by the Tameside MBC/Pension Service Joint Team has been necessary to maintain claimant numbers at a steady state - it is a function of both Attendance Allowance and Pension Credit that entitlement is closely linked to critical life events eg increasing care needs and bereavement. The numbers of people claiming Pension Credit and Attendance Allowance in Tameside over the past 4 years are shown in figures 5 and 6 respectively.

**Figure 5 Number of Pension Credit Claimants in Tameside 2003 – 2007**



**Figure 6 Number of Attendance Allowance Claimants in Tameside 2003 - 2007**



#### 4.4 Physical Activity

One of the key determinants of health and well-being is the level of physical activity undertaken by people. The national Active People Survey (APS) 2006 data indicates that older people's participation in sport and physical activity in Tameside (adults aged 55+) is lower than the national average. 8.1% of people aged over 55 participate in sport or active recreation at a moderate intensity level for a duration of 30 mins three or more times per week (ref APS Nov 2006). For the over 65s, this could include gentle exercise classes, yoga and pilates.

## 5. Key Themes and Priorities for Older People in Tameside

Through ongoing consultation and discussion with older people, the following key themes have been identified by older people as most important in terms of maintaining and improving their quality of life:

- 1. **Creating a Positive Culture for Older People in Tameside**
- 2. **Information, Communication, Choice and Control**
- 3. **Feeling Safer in the Community**
- 4. **Lifelong Housing**
- 5. **Healthy Lifestyle**
- 6. **Adequate Income**
- 7. **Getting Around**

The full supporting action plan contains details of the specific action to be undertaken to achieve the key priorities and objectives for each theme. Whilst the themes and priorities for older people are expected to remain the same for the life of this strategy, it is expected that the action plan will continually evolve in response to changing needs and policy, and as new opportunities to meet the needs and aspirations of older people arise.



## **Theme 1 Creating a Positive Culture for Older People in Tameside.**

This Quality of Life Strategy is not just concerned with improving the services that older people receive. More importantly we are concerned with creating a culture where older people are seen as valued members of society, with intergenerational understanding, with all partners working together to engage with and meet the needs of older people.

The key priorities and objectives for this theme are:

- 1.1. To improve joint working between agencies in Tameside to meet the needs of an ageing population by:-**
  - Developing a joint working culture
  - Developing a holistic strategic response
  - Developing the skills and systems to improve joint planning and development
  - Maximising the use of joint resources to meet the needs of older people
  - Increasing the influence of local needs on regional and national government
  - Improving the ability of voluntary and community sector organisations to provide services for older people on behalf of statutory agencies
- 1.2. To promote a more positive image for older people in Tameside by:-**
  - Ensuring older people are treated with dignity and respect
  - Improving the public image of older people
- 1.3. To focus on intergenerational work across a range of themes jointly between the Older People's and Children and Young People's Partnerships by:-**
  - Developing inter-community and inter-generational contact through joint programmes
- 1.4. To support a sustainable shift in culture and resources towards earlier and better targeted interventions for older people within the community by:-**
  - Developing with partners and relevant stakeholders a continually improving programme of case finding and assertive outreach to ensure that the CORA (Community Options for Remaining Active) Check and Support service is accessible to hard to reach, vulnerable and isolated older people across all the communities which make up Tameside
  - Reviewing and continually improving all aspects of the case finding, assertive outreach, marketing and publicity of the CORA Check and Support service and other services to increase their uptake by older people
  - Agreeing, by the end of October 2008, with partners and relevant stakeholders the level of resources to be made available to expand and sustain services to support the health, well-being and independence of older people within the community.

**The key measures we will use to monitor progress include:-**

- The percentage of the population reporting that older people are valued, as reported through surveys
- The levels of acceptance of older people by younger generations, as reported through surveys
- The number of older people using the CORA Check and Support service
- The uptake in the earlier use of services which support health, well-being and independence by people using the CORA Check and Support service
- The use of resources to expand and sustain services to support the health, well-being and independence of older people within the community.



## **Theme 2 Information, Communication, Choice and Control**

Access to information is key to improving the quality of life for older people. This includes improving access for older people about what services are available for them; improving access for service providers about the needs of older people, especially those who are most vulnerable; and improving the engagement of older people in the shaping of and delivery of the services they need.

The key priorities and objectives for this theme are:

### **2.1 To improve the accessibility of information for older people by:-**

- Improving access to information and services available on the internet
- Producing relevant information for older people in conjunction with partner agencies
- Providing information points and accessible “shop fronts”
- Increasing the number of distribution channels in a range of media and formats
- Increasing face to face information for older people

### **2.2 To improve information regarding the needs of the most vulnerable older people by:-**

- Developing a shared user database of vulnerable older people
- Establishing common data sets, with mandatory age monitoring
- Improving direct support for older people to access and negotiate with services
- Increasing the control that older people have over the services they receive

### **2.3 To improve the engagement and consultation with older people about strategic and service developments by:-**

- Reviewing the current consultation vehicles
- Increasing the likelihood that older people will engage with and respond to consultation
- Increasing the pool of older people who are consulted
- Ensuring all sectors consult on issues which may affect older people.

**The key measures we will use to monitor progress include:**

- The number of older people reporting they are well informed
- Increase in the number of older people engaged in consultation



## Theme 3 Feeling Safer in the Community

In order to lead full and satisfying lives, older people need to feel safe and secure in their communities. Feelings of safety impact on older people's quality of life and often their ability to live independently in their own homes.

The key priorities and objectives for this theme are:

### 3.1 To Increase the visibility of the uniformed services by:-

- Creating a more visible presence of uniformed Patrollers, Police and Community Support Officers

### 3.2 To reduce the fear of crime amongst older people by:-

- Working in partnership to increase the levels of awareness of certain crime types and reducing the risks of becoming a victim. (eg Door Step Crime)
- Bringing together younger and older people as a means of delivering crime prevention messages
- Delivering messages about safety in an appropriate way

### 3.3 To increase the security for older people by:-

- Working closely with partners to encourage improving the design of the environment where we know this is impacting on crime levels and the fear of crime
- Developing neighbourhood networks which support the security/feelings of safety amongst older people.

### The key measures we will use to monitor progress include:

- Reduced level of repeat victimisation amongst older people
- Increase in the number of older people who feel safe in public places
- Increase in the number of Home Fire Risk Assessments of older people
- Increase in the number of awareness events with older people.



## Theme 4 Lifelong Housing

In order for older people to remain living an active life in their own homes, an appropriate supply of housing stock is needed which reflects the needs of the population of older people in Tameside.

Key priorities and objectives for this theme are:

### 4.1 To ensure the general housing stock is able to meet the needs of an ageing population by:-

- Working with the Strategic Planning Department of Tameside MBC to ensure appropriate housing developments
- Working with Registered Social Landlords to ensure appropriate developments
- Understanding the needs and demands of older people in the borough now and in the future
- Developing a housing strategy that reflects the needs of older people in the borough

### 4.2 To support older people to remain independently in their own homes by:-

- Increasing the range of housing options available for older people
- Providing a range of services and options to support older people in their own homes.

**The key measures we will use to monitor progress include:**

- Reduction in homes not meeting the decency standard
- Numbers of clients receiving advice and assistance from "Staying Put"
- Delivery times for Adaptations



## Theme 5 Healthy Lifestyle

Improvements in leading healthy lifestyles will help older people lead active and fulfilling lives, especially if these improvements can be made at an earlier age.

The key priorities and objectives for this theme are:-

### 5.1 To create more opportunities for the engagement of older people in activities which support healthy lifestyles by:-

- Improving nutrition for older people
- Developing an exercise strategy to include walking, gardening and other exercise as appropriate for this age group
- Increasing access to, and the range of, social activities for older people

### 5.2 To improve information, and older peoples control over their health by:-

- Providing more access to preventative health checks and promotion of ill health prevention initiatives that are accessible and equitable
- Developing healthier workplaces

### 5.3 To increase the number of older people engaged in volunteering activity and active citizenship by:-

- Actively targeting older people to donate their skills to the voluntary and community sector

### 5.4 To improve the mental health of older people by:-

- Improving the support and range of provision for older people with mental health needs.

### The key measures we will use to monitor progress include:

- Number of adults involved in forum led walking, cycling activities
- Number of adults attending family events
- Number of adults participating in exercise schemes who lose 5 – 10% of body weight
- Number of coaches and physical activity instructors affiliated to Coaches' Associations.



## Theme 6 Adequate Income

Access to an adequate income is needed for all people in order to maintain a reasonable quality of life. This theme concentrates on ensuring that older people have this access by being able to remain as economically active for as long as they wish prior to retirement, and by ensuring that they can access the benefits they are entitled to once they have retired.

The key priorities and objectives for this theme are:

### 6.1 To improve support for older people to continue to be economically active for as long as they wish by :-

- Improving support for older people in and into employment
- Providing vocational skills training for reskilling older people in and out of employment
- Supporting older people who are engaged in or wish to develop their own enterprises
- Improving the demand for older people as employees

### 6.2 To improve the income of older people who are not economically active by:-

- Encouraging benefit take up

### 6.3 To improve the financial literacy of older people by:-

- Improving access to and take up of financial advice and services.

**Could this be you?**

**YOU MAY BE ABLE TO CUT YOUR COUNCIL TAX BILL, EVEN IF YOU OWN YOUR OWN HOME.**

If you are aged over 60 and are on a low income, contact us to see if you are eligible - and for help to apply. Call into your local Council customer service office, or library and pick up a form, or phone the help line on **0161 342 3708**

You don't have to wait until your council tax bill is issued - you can apply at any time. If you get any other benefits, they won't be affected.

**Cut your Council Tax**

**Tameside**  
Metropolitan Borough  
*"An excellent council"*

### The key measures we will use to monitor progress include:

- The economic activity rate of people aged over 50 as compared with the national average
- The percentage of older people claiming working age benefits as a percentage of the total population claiming working age benefits
- The number of older people claiming Pension Credit
- The number of older people claiming Council Tax benefit

## Theme 7 Getting Around

Access to goods, services, and social activities is needed for older people to maintain and enjoy a good quality of life. This access must take into account not just public transport access.

The key priorities and objectives for this theme are:

### 7.1 To ensure that older people can access town centres and amenities by:-

- Ensuring that access to off-street car parking takes into account the needs of older people
- Ensuring that pedestrian access into and within centres takes into account the needs of older people
- Improving access to public transport for older people

The key measures we will use to monitor progress include:

- Quality of the footway walking surfaces across the borough.





