

DRAFT COUNTYWIDE OLDER PEOPLE STRATEGY

To: **Adults Committee**

Date: **8 July 2014**

From: **Executive Director: Children, Families and Adults Services**

Electoral division(s): **All**

Forward Plan ref: **Key decision: No**

Purpose: **To present a draft Countywide Older People Strategy, developed in conjunction with officers from district councils and the Cambridgeshire and Peterborough Clinical Commissioning Group (CCG)**

Recommendation: **The committee is asked to:**

- **discuss and propose any amendments to the draft strategy as attached at Appendix A;**
- **agree to discuss the final version of this strategy once the consultation process has been completed in Autumn 2014**

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1.0 BACKGROUND

- 1.1 In December 2013, the County Council's Cabinet considered a draft Older People's Strategy for Cambridgeshire, which set out the Council's plans to improve services and outcomes for older people, and respond to the demographic and financial challenges facing the older people's sector.
- 1.2 Cabinet gave its support to the draft strategy. In view of partnership developments affecting older people's services such as the Better Care Fund (BCF), and the Cambridgeshire and Peterborough Clinical Commissioning Group (CCG) procurement of services for older people and people with long term conditions, Cabinet approved a proposal to explore whether the working document could be developed into a partnership strategy that would also reflect the priorities of the CCG, District Councils and other partners including the voluntary and community sector.
- 1.3 A task group was subsequently established, with representation from each of the District and City Councils and the CCG; the draft Strategy attached as Appendix A represents the collective work of that group. Consultation work is still underway with the Local Commissioning Groups and the voluntary sector, and the purpose of this paper is to give the Committee an opportunity to help shape the final product.

2.0 DRAFT OLDER PEOPLE STRATEGY

- 2.1 The task group agreed that the most effective way of collectively agreeing a strategy would be to establish a set of high level principles that applied equally to all of the public sector organisations in the county. The Strategy aims to develop a countywide approach to delivering the aim described in the Health and Wellbeing Strategy as to 'support older people to be independent, safe and well'. The Strategy recognises that a new approach is needed to address the demands of an ageing population; increasing levels of individual need as the population ages; and continuing population growth across the county as a whole.

The Strategy proposes a draft vision of "Older people are more independent, more active and more engaged in their communities for as long as possible; knowing that if they need them, they can rely on services which are flexible, creative and focused on keeping them well." This vision then informs the content of the Strategy.

- 2.2 In the past, services across our organisations have focused on beginning support for older people when their needs are greatest – such as when they have a hospital stay or following a crisis at home. This means that the majority of budgets across our organisations are spent on providing expensive and specialist support for a minority of older people. The underpinning proposal is that by getting good basic services in place that help communities to support people to age healthily; by intervening earlier and supporting more people to remain independent, rather than only providing support once people reach a serious level of need; and by working together to provide better services tailored to individual people that use them; we can support more people and reduce the current demands on funding.

- 2.3 The draft strategy aims to set out an approach which is wider than ‘health’, ‘social care’ or ‘housing’ and recognises that most support needs for older people cannot be entirely fulfilled by any single organisation in the county. By describing a set of outcomes, focus areas and ‘features of an effective system’, it sets out a proposal for how our organisations will work better together to create the conditions that are needed to support the draft vision.
- 2.4 This is a high-level strategy, and, the expectation is that the principles set out in this strategy will influence organisations in developing their own services and provide the basis for the future development of multi-agency working in Cambridgeshire. The final section, which is to be completed, will describe the types of changes we expect to see in services as a result of this strategy.
- 2.5 The Service Director – Older People’s and Mental Health Services has been visiting Local Commissioning Groups (LCG) across the County to discuss the principles of the new strategy, and the draft has been informed by these discussions. The draft is also being shared with a number of voluntary and community sector (VCS) partners; involvement of the VCS is a particular area of development for the draft strategy.
- 2.6 The Strategy is by definition a strategic document and it is recognised that a considerable amount of work needs to be undertaken in order to turn the strategic intent into change that directly impacts on the support provided by older people. However, this is a necessary first step, the required progress will not be made if there is not first a collective agreement and understanding of the strategic direction for services.
- 2.7 Following this consultation process, it is proposed that the final draft Older People Strategy will be received by the Health and Wellbeing Board in Autumn 2014, and would be taken through the Adults Committee to seek County Council approval prior to that.

3.0 ALIGNMENT WITH CORPORATE PRIORITIES

3.1 Developing the local economy for the benefit of all

The overarching strategy for Older People is to help them to remain healthy, independent and in living in their communities for as long as possible. If we can support older people to retain their independence for longer then they will also be able to contribute economically for longer. An increasing number of older people are working into later life and we know that remaining active in work (in whatever form) can be a protective factor for older people, maintain community links, self-esteem, reducing isolation and improving wellbeing.

3.2 Helping people live healthy and independent lives

The strategy has helping people to live healthy and independent lives as their central goals, as described above and in the accompanying reports.

3.3 Supporting and protecting vulnerable people

The Strategy will set out key proposals and investments to enhance support and protection for vulnerable older people, as well as measures to prevent people from becoming more vulnerable.

4.0 SIGNIFICANT IMPLICATIONS

4.1 Resource implications

Failure to respond to the changing needs of older people would have significant resource implications for the Council and its partners. The financial situation for Older People's Services is challenging and reducing demand on acute health services and intensive, long term social care is the best possible way of finding the savings required by the Council in the next five years.

4.2 Statutory, risk and legal implications

The Strategy will have implications on how we meet our statutory duties relating to care and support for adults and older people. The approach described within the strategy is entirely in line with the Government's strategy for Adult Social Care services more generally, with a focus on prevention and personalisation.

4.3 Equality and Diversity implications

The strategy will describe how we enhance support and protection for vulnerable older people; age is one of the protected characteristics as defined by the Equality Act 2010. A full Community Impact Assessment will be conducted on the final draft strategy.

4.4 Engagement and consultation implications

The implications under this heading are described in the report above at section 2.

4.5 Localism and local Member involvement

There are no significant implications within this category.

4.6 Public Health implications

Supporting the health of older people and Adult Social Care service users is a central goal of these proposals. The BCF programme will be presented to the Health and Wellbeing Board to ensure full public health engagement in the shaping of strategy in this area.

Source Documents	Location
Draft Older People Strategy	C009, Castle Court, Cambridge