

# Action Plan

**Aim 1** Making a positive contribution (active citizens)

**Aim 2** Accessing information, advice and advocacy

**Aim 3** Physical, mental and emotional health and well-being

**Aim 4** Enjoying older person friendly environments

**Aim 5** Financially and materially secure

## Everyone's Tomorrow

The Strategy for Older People and an Ageing Population  
in Newcastle upon Tyne

April 2007

Outcome/Action	By when	Who will do it	How will we know we are making a difference?
<b>Aim 1 Making a positive contribution (active citizens)</b>			
<b>Outcome 1a</b> Older people are engaged in decision-making			
Develop effective engagement with older people: Elders Council (EC); Ward Co-ordination; Community Development	March 2007	EC/Quality of Life Partnership (QOLP); Ward Co-ordination; Community Development	Plan of activity from each ward No. of Elders Council members
Develop innovative approaches to engagement e.g. textile/ community knitting arts project	March 2008	QOLP; Newcastle City Council (NCC) Arts Team; Equal Arts; Arts Council England, North East	No. of projects No. of people involved
Engage older people in network of agencies to improve engagement	Ongoing	QOLP; Infranet	Mechanisms established
Develop training and mentoring to build skills and capacity	March 2008	QOLP; Infranet	Range of provision available
Create mechanisms for organisations to listen to voices of older people e.g. Nexus, Primary Care Trust (PCT)	March 2009	QOLP; Nexus; PCT	Framework for engagement of older people in place with Nexus and PCT No. of 'listening events' held

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Take a partnership approach to the needs of BME communities	March 2008	QOLP; Infranet; Council of Faiths; BME Forum; HAREF	Key partners engaged and initial plan agreed

### Outcome 1b Older people are contributing to community life

Develop better support infrastructure for older people's groups/activity	March 2008	QOLP; Infranet; Community Development; Ward Co-ordination	No. of information/networking days No. of grants awarded to older people's groups through ward committees
Develop innovative approaches to volunteering	March 2007	Volunteer Centre Newcastle; CSV; Befriending Network; Age Concern Newcastle; BME networks	No. of volunteers enrolled across the network
Create opportunities for older people from different cultures to share skills and traditions	Ongoing	QOLP; Infranet; Council of Faiths; BME Forum	No. of shared events

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<b>Outcome 1c Older people are respected and valued and free from discrimination</b>			
Develop a communications and media plan i.e. <ul style="list-style-type: none"> <li>• Audit media coverage</li> <li>• Identify key journalists</li> <li>• Work with NCC PR</li> <li>• Celebrate achievements e.g. volunteers and learners awards</li> </ul>	Summer 2007	QOLP; EC; media; adult education; creative industries; Arts Council England, North East	Report on changes in tone and no. of media stories by EC working group
Develop training courses delivered by older people and carers	Autumn 2008	EC; Carers Centre Newcastle; partners	No. of training courses delivered by older people and carers
Scrutiny of age discrimination in policy/services	Ongoing	EC; QOLP; partner agencies	No. of services audited/age proofed
Achieve level 4 Equality Standard for Local Government	Ongoing	NCC	Standard awarded

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<b>Outcome 1d</b> Older people have opportunities to engage in activities with younger people			
Develop links with Children and Young People's Partnership (CYPP) and others to develop intergenerational projects	Ongoing	QOLP; CYPP; Ward Co-ordination; Community Development; NCC Arts Team; Council of Faiths	Develop citywide learning network on intergenerational work to share practice and resources
Develop more opportunities for older people to work in schools	Ongoing	QOLP; CYPP	Framework for older people to work with schools established
Develop intergenerational programmes linked to specific issues e.g. healthy eating	Ongoing	QOLP; Community Food Initiative; and others	No. of intergenerational projects linked to themes

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<b>Aim 2 Accessing information, advice and advocacy</b>			
<b>Outcome 2a – Older people have access to information, advice and advocacy</b>			
Establish Information NOW as key information resource for older people	March 2008	QOLP; NCC; PCT; voluntary sector organisations	No. of visitors to Information NOW and qualitative feedback
Develop signposting role of key agencies through Information NOW	Ongoing	QOLP; key agencies	No. of staff teams actively using/ contributing to Information NOW
Create strategic forum for older people's advice and information (resources and issues identified)	September 2007	QOLP; NCC; PCT; voluntary sector organisations	Forum established
Develop plan with BME communities re access to advice and information	March 2009	QOLP; BME Forum; HAREF; Council of Faiths	Plan and examples of good practice developed

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Develop information hubs in community settings	March 2009	QOLP; other partners	One example of community hub established
Safeguard existing welfare rights services	Ongoing	NCC; voluntary sector organisations	Regular review of provision
Seek opportunities to develop additional advice and advocacy services	Ongoing	QOLP; NCC; Newcastle Council for Voluntary Service	Develop strategy for increasing provision

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<b>Aim 3 Physical, mental and emotional health and well-being</b>			
<b>Outcome 3a</b> Older people and carers access a range of preventive services which enable them to stay physically, mentally and emotionally healthy			
Develop voluntary and community sector network to audit provision for older learners and share practice	April 2008	QOLP; EC; Adult Learning	Audit of voluntary and community sector provision No. of progression routes and older learners progressing from informal to formal learning
Improve access to community facilities	Ongoing	QOLP; EC; NCC; other partners	Audit of accessible venues for older people
Develop an older learners model	Ongoing	EC; QOLP; NCC; voluntary and community sector organisations	No. of courses developed and delivered No. of people participating and satisfaction survey results
Develop 'later life curriculum'	Ongoing	EC; NCC; voluntary and community sector organisations	Evidence of new programmes for older people

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Continue to develop the Active Ageing group to lead on the delivery of the Healthy Ageing programme of the National Service Framework for Older People	Ongoing	Active Ageing group; Leisure Services; Your Homes Newcastle (YHN)	Progress report to Older People's Local Implementation Team and Well-being and Health Partnership
Develop 50+ clubs in Newcastle City Council leisure centres, community centres and Your Homes Newcastle sheltered housing complexes	March 2008	Active Ageing group; YHN; CSV other partners	No. of clubs sustained and new clubs No. of people attending
Work with PCT to ensure that health promotion and health trainers work with older people	Ongoing	PCT; Active Ageing group	Health trainer activity data
Work with care homes network to promote activity in care homes	Ongoing	Leisure, Pleasure and Learning group; NCC; independent sector	No. of care home activity co-ordinators joining network group
Work with NCC Arts Team to develop more arts and cultural activity	Ongoing	QOLP; EC; NCC; Active Ageing group	No. of projects developed No. of participants in target groups

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Hold high profile events e.g. Walking Week to promote activity to harder to reach groups	Ongoing	Active Ageing group; NCC	No. of events held
Work with academic institutions to develop evidence base	Ongoing	QOLP; Universities of Newcastle and Northumbria	No. of research projects commissioned
<b>Outcome 3b Older people and carers access a range of good-quality health and social care services</b>			
Ensure that there is a move from commissioning long-term institutional care to the provision of health and social care and support in local settings, which offer greater choice and control for older people.	Further development of extra care housing 2008/09	Housing; Social Services; PCT	No. of extra care places No. of people helped to live at home
• Ensure that rehabilitation and intermediate care services are in place to avoid admission to hospital or facilitate timely discharge back to a person's own home	Modernisation programme in place – completion June 2007	PCT; Social Services	Delayed transfers of care Reduced emergency admissions No. of people supported by rehab and intermediate care beds

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<ul style="list-style-type: none"> <li>Ensure that older people are involved in planning all aspects of their care</li> </ul>	Ongoing	PCT; Hospital Trusts; Social Services	User survey
<ul style="list-style-type: none"> <li>Ensure that frail older people with more than one long-term condition have personalised care plan and named individual</li> </ul>	Ongoing	PCT; Social Services; Hospital Trusts; voluntary sector organisations	User survey
<ul style="list-style-type: none"> <li>Ensure that people with long-term conditions (e.g. diabetes, stroke, high blood pressure, cardiovascular disease) receive information, advice and support which helps them and their carers to manage their conditions and care and support needs</li> </ul>	March 2008	PCT; Social Services; Hospital Trusts; voluntary sector organisations	Reduce inpatient emergency bed days (5%) Reduce emergency admissions No. of community matrons
<ul style="list-style-type: none"> <li>Manage the social care market effectively so that there are sufficient services for people who need them, which are responsive, flexible and good-quality</li> </ul>	Review service availability and quality control mechanisms	Social Services	Contract monitoring

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<ul style="list-style-type: none"> <li>Invest in new technologies e.g. telecare and telemedicine, which help to support older people to live at home and promote their independence and well-being</li> </ul>	Telecare Strategy to be completed by March 2007	YHN; Social Services	No. of people supported by telecare/telemedicine equipment
<ul style="list-style-type: none"> <li>Increase the number of older people receiving direct payments and explore the possibilities of individual budgets for older people</li> </ul>	Ongoing for review March 2007	Social Services	No. of older people in receipt of direct payments No. of older people in receipt of individual budgets (Including % used by BME communities)
<ul style="list-style-type: none"> <li>Recognise the needs of carers and invest in services which support them to continue in their caring role</li> </ul>	Ongoing	Carers Strategy Group; Social Services	Indicators from carers' survey to be developed
<ul style="list-style-type: none"> <li>Maintain and continually improve standards in the social care workforce through investing in staff training and development</li> </ul>	Ongoing	Social Services	Number/% of staff qualified at NVQ level 2

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<ul style="list-style-type: none"> <li>Provide equipment and adaptations that help older people to live at home longer</li> </ul>	Ongoing – monitoring in place	Social Services; PCT	No. of items of equipment provided % of equipment delivered within seven days
<ul style="list-style-type: none"> <li>Ensure the delivery of the vision for older people with mental health problems and <i>Everybody's Business</i></li> </ul>	Ongoing	Health Trusts; Social Services; partner agencies; specialist providers	Integrated Community Mental Health Teams for older people with mental health problems Implementation Plan in place
<ul style="list-style-type: none"> <li>Introduce the new NHS 'Life check for older people and their carers' to assess their life risks and take steps to make healthier choices</li> </ul>	Introduction in GP practices by March 2008	PCT	Quality and Outcomes Framework (QOF) data
<ul style="list-style-type: none"> <li>Safeguard vulnerable older people through multi-agency policies and procedures</li> </ul>	Ongoing	Social Services	Policy and procedures in place Training programme in place Programme of awareness raising with older people and carers in place

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<ul style="list-style-type: none"> <li>Encourage the involvement of older people and carers in the Older People's Local Implementation Team (OPLIT) so that they can contribute to the planning of services</li> </ul>	Review Autumn 2007	OPLIT; QOLP	No. of older people engaged
<b>Outcome 3c Older people will have good social networks</b>			
Develop a strategic approach, through OPLIT, to engaging health and social care services in helping to address social isolation	November 2007	OPLIT	Model of referrals by health and social care professionals to community-based activity established
Develop the befriending network and explore new approaches to volunteering e.g. time banks	March 2007	QOLP	No. of examples of new approaches
Support existing lunch clubs and day centres and secure more resources for activity such as arts projects	Ongoing	QOLP; Befriending Network providers; NCC Arts Team	Ideas circulated through relevant newsletters and team meetings No. of projects

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Develop community hub	March 2007	QOLP; Community Development; other partners	Hub established
Support specialist groups to develop informal support groups	Ongoing	QOLP; Newcastle Deaflink; Newcastle Society for Blind People; LGBT organisations; other partners	No. of active groups
<b>Outcome 3d Older people have access to practical services which promote independence</b>			
Establish a cross-agency working group to take forward development of little bit of help services	January 2007	QOLP; NCC; PCT	Group established
Find resources to test out range of sustainable enterprise, voluntary and community sector services	March 2008	QOLP; NCC; PCT	No. of new services developed

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<b>Aim 4 Enjoying older person friendly environments</b>			
<b>Outcome 4a</b> Older people will feel safe in their home, their city and their communities			
Work with Safe Newcastle to tackle crime and fear of crime	Ongoing	All partners	No. of information days/specialist campaigns No. of people who say they feel safe at home
<b>Outcome 4b</b> Older people have decent, appropriate accommodation in older person friendly neighbourhoods			
Involve older people in Local Development Framework (LDF)	Ongoing	NCC; EC	LDF Review
Undertake a study of older people's housing requirements and develop a plan to meet these	2007/8	NCC	Publication of Older People's Accommodation Strategy LDF Lifetime Homes standard
Complete modernisation of YHN sheltered stock	Ongoing	YHN	Report on modernisation programme

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Produce framework for Health, Housing and Safety Rating	March 2007	QOLP; NCC; Anchor Staying Put	Framework published and distributed
Deliver energy efficiency programmes e.g. Warm Zone	2007	NCC	No. of people aged 50+ accessing Warm Zone LDF proposals for higher standards of energy efficiency
Develop financial products for homeowners	Ongoing	NCC; other partners	No. of new financial products
Develop Neighbourhood Management approach	Ongoing	NCC	Review of Neighbourhood Management
Ensure older people's work on older person friendly environments influences planning, development and regeneration to make the city more older person friendly	Ongoing	NCC; EC; other partners	Reports by Older Person Friendly City Group and evidence of their impact on plans and developments LDF: open-space hierarchy and standards, including accessibility

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<b>Outcome 4c Older people can get out and about easily</b>			
Support introduction of quality contracts with bus providers	Ongoing	Nexus; QOLP; NCC; other partners	Quality contracts agreed
Improve take-up of public transport by older people	Ongoing	Nexus; EC; QOLP; other partners	No. of concessionary travel journeys No. of concessionary travel passes/ Gold Cards
Improve capacity of TaxiLink	Ongoing	Nexus	No. of users
Develop greater co-operation and more effective use of resources between Nexus and community transport sector	Ongoing	Nexus; Community Transport	Evidence of joint work
Expand Travel Bureau to include older people	Ongoing	Nexus; QOLP	Travel Bureau available to older people
Improve quality of pavements	March 2010	NCC	Survey
Improve provision of public toilets	Ongoing	NCC	No. of public toilets

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<b>Aim 5 Financially and materially secure</b>			
<b>Outcome 5a</b> Older people have the opportunity to prepare for retirement and to receive ongoing advice and information			
Include financial literacy as part of later life curriculum	March 2008	QOLP; other partners	No. of financial literacy courses No. of people attending
Develop more ways to access independent, affordable financial advice	Ongoing	QOLP; NCC; other partners	No. of services available
Ensure that the current review of welfare rights services includes adequate provision of advice for older people	Ongoing	QOLP; NCC; other partners	No. of services available No. of people using services
Increase provision of pre-retirement courses	Ongoing	Chamber of Commerce; QOLP	No. of pre-retirement courses
Improve financial inclusion of older people	Ongoing	QOLP; NCC; Credit Union	Evidence of new provision by banks/building societies/ credit unions

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<b>Outcome 5b</b> Older people have the opportunity to work			
Develop a strategic forum to look at employment and enterprise for people aged 50+	May 2007	QOLP; Prime; New Futures; Department for Work and Pensions	Forum established
Ensure people aged 50+ are included in New Futures	Ongoing	QOLP; New Futures	No. of people aged 50+ who are self-employed

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