

**REPORT TO:** Executive Board  
**DATE:** 1 November 2007  
**REPORTING OFFICER:** Strategic Director – Health & Community  
**SUBJECT:** Advancing Well Strategy  
**WARD(S)** Borough-wide

## **1.0 PURPOSE OF THE REPORT**

1.1 To present an Advancing Well strategy along with an action plan.

## **2.0 RECOMMENDATION:**

**That the Executive Board:**

**i) Agree the strategy and the action plan**

## **3.0 SUPPORTING INFORMATION**

3.1 The need for the Advancing Well strategy was identified by Older People, initially at the 'Making a Difference' Conference in 2005. In excess of 120 older people were consulted during the early stages of the development of the strategy and it was their views and opinions that guided the seven priority areas. Since then, the White Paper "Our Health, Our Care, Our Say" stipulates that all Councils should have a strategy which focuses upon the wider needs of older people.

3.2 People in the UK in general and Halton in particular are getting older. By the year 2020 the number of those over 85 is likely to double and by 2021 just over 40% of the population of England will be described as older people. This Strategy covers people aged 50 years and over.

3.3 Both the strategy and action plan have been developed in consultation with a wide range of people and other key partners to support healthy ageing within the Borough.

3.4 The action plan identifies a number of areas for development, responsibilities, consultation arrangements and resource implications, this makes it clearer about how we can develop and fund the proposals.

3.5 Subject to agreement of the Executive Board, the strategy will be launched at the future Alive and Kicking event planned for February

2008.

#### **4.0 POLICY IMPLICATIONS**

4.1 The Department of Health White Paper Our health, our care, our say (published January 2006) outlines the importance of commissioning within a preventative framework including:

- Better prevention services with earlier intervention
- More on tackling inequalities and improving access to community services,
- Shifting resources into prevention,
- More joint commissioning between PCTs and local authorities

4.2 By linking the action plan to Key Lines Of Enquiry we can ensure that future outcomes support agreed targets that are outlined through the Comprehensive Performance Agreement.

#### **5.0 FINANCIAL IMPLICATIONS**

5.1 Ensuring that there is no duplication in services and improving efficiency is a key driver and the action plan identifies key priorities and how they will be financially supported.

5.2 It is believed that prevention is the more cost effective option and supports a more sustainable future and improved outcomes. More importantly older people and their carers want services which enhance their quality of life with services being provided directly in their neighbourhoods and within their own homes.

#### **6.0 IMPLICATIONS FOR THE COUNCIL'S PRIORITIES**

##### **6.1 Children & Young People in Halton**

No implications

##### **6.2 Employment, Learning & Skills in Halton**

The main implication relates to age discrimination legislation and ensuring that this is adhered to in the borough, allowing older people to enjoy the same opportunities as younger people within the workplace.

##### **6.3 A Healthy Halton**

The Advancing Well Strategy has a clear link to Health and healthy Halton improvement targets, there will be implications on a number of targets relating to life expectancy, heart disease, cancer, equity, culture and housing.

#### **6.4 A Safer Halton**

There are clear messages in the strategy linked to safety, crime, volunteering opportunities and overall satisfaction. There are clear implications in the fact that some of the services that are helping to address the issues within A Safer Halton are only receiving short term funding.

#### **6.5 Halton's Urban Renewal**

The Advancing Well Strategy will contribute to specific targets including Housing and particularly transport, one of the key parts of the strategy is to consider the role of consultation and communication within the older population, this will have implications on shaping future services.

### **7.0 RISK ANALYSIS**

7.1 By not making this change toward prevention, the financial burden on acute services will very shortly reach a critical level. Demand will outweigh supply; therefore fewer people who require services will be able to access them.

7.2 There are a number of key areas that are currently short-term grant funded. This could be a substantial risk to the future development of the strategy.

7.3 Whilst the action plan identifies how the priorities will be funded the uncertainty over the Comprehensive Spending review cannot guarantee that these can be funded in the medium and longer term. The Council will therefore need to regularly review the plan to ensure it meets the outcomes but also maximises available Council and partner resources.

### **8.0 EQUALITY AND DIVERSITY ISSUES**

8.1 Older people are often excluded from services or services are not developed in a way that ensures they can be accessed by older people. The basis of this approach is to ensure a range of services and information is in place that enables older peoples needs to be effectively met.

### **9.0 LIST OF BACKGROUND PAPERS UNDER SECTION 100D OF THE LOCAL GOVERNMENT ACT 1972**

There are no background papers under the meaning of this Act.