

## 5.0 ACTION PLAN

Objective a): TRANSPORT– Ensuring Older People can travel safely around the borough accessing the services they require						
Action No.	Action		Lead Officer or Group	Timescale	Resources Required	Output/Target
1.	Provide more effective information about existing transport schemes by:	<ul style="list-style-type: none"> <li>▪ engaging with transport providers to understand current service and future plans</li> <li>▪ promoting existing services</li> <li>▪ identify gaps to accessing key services by consulting with older peoples groups e.g. the Older Peoples Empowerment Network (OPEN) Forum and consult with them on the progress of Local Transport Plan and feed any relevant information back to the Consultation Review Panel</li> </ul>	Transport Department	As per main communications strategy  Ongoing	Within existing budget	As defined in the Local Transport Plan

<b>Objective b): EMPLOYMENT- Enabling Older People to find Paid and Voluntary Work</b>						
<b>Action No.</b>	<b>Action</b>		<b>Lead Officer or Group</b>	<b>Timescale</b>	<b>Resources Required</b>	<b>Output/Target</b>
2.	Improve Access to Educational Facilities	<ul style="list-style-type: none"> <li>Identify and promote Lifelong Learning opportunities to older people and their carers, in particular IT and physical skills</li> </ul>	Adult Learning	Ongoing	Within existing budget	Establish baseline data for numbers of Older People accessing skills training
3.	Liaise with Job Centre colleagues to establish current processes and future plans, both National and local, relating to Older People to:	<ul style="list-style-type: none"> <li>Identify existing baseline for numbers of over 50s employed in the Borough</li> </ul>	Employment Services	Ongoing	Within existing budget	Increase number of over 50s who want to be employed in the Borough.
		<ul style="list-style-type: none"> <li>Encourage all service providers to consider their existing equality and diversity policy and ensure all employers adhere to the new employment legislation relating to Age Discrimination</li> </ul>	All Services	Ongoing	Within existing budget	This is a legal requirement and must be adhered to

<b>Objective c): GOOD HEALTH - Ensuring that older people remain in good health longer.</b>						
<b>Action No.</b>	<b>Action</b>		<b>Lead Officer or Group</b>	<b>Timescale</b>	<b>Resources Required</b>	<b>Output/Target</b>
4.	Evaluate existing service provision and feedback to relevant organisations for future commissioning e.g. PCT, Education, Leisure, Social Care etc by:	Consulting with service users regarding existing programmes e.g. Complementary Therapies, Art for Health Programme, Food for Health, Recipe for Health, the Leisure Card, the Carers Sanctuary, the shopping service etc in order to plan and develop services that Older People want and can access in the future.	Healthy Living Programme	December 2007	Some services at risk due to temporary funding, however alternative funding arrangements are being explored and these will be prioritised against other outcomes and contained within existing budgets.	Consultation completed/future potential programme established by...
		Ensure engagement between Public Health, Healthy Halton Partnership, Healthy Living Programme, Older People's LIT, Culture and Leisure Directorate, Social Services and relevant voluntary sector providers such as the Food Partnership	Healthy Living Programme	Ongoing	Within existing budget	Improve communication, service provision, monitoring and value for money

<b>Objective c): GOOD HEALTH - Ensuring that older people remain in good health longer.</b>						
<b>Action No.</b>	<b>Action</b>		<b>Lead Officer or Group</b>	<b>Timescale</b>	<b>Resources Required</b>	<b>Output/Target</b>
5.	Develop commissioning plans that support low-level access to Arts, culture, leisure, sport etc.		Contracts Department	Plan developed by Jan 08	Within existing budget	Identify and respond to gaps in service and activities for over 50s in particular ensure culture, leisure, art and sport are clearly identified in commissioning plans  Monitor effectiveness of cross sector working

<b>Objective d): SAFETY AND INDEPENDENT LIVING - Ensuring older people can live independently at home in comfort</b>						
<b>Action No.</b>	<b>Action</b>		<b>Lead Officer or Group</b>	<b>Timescale</b>	<b>Resources Required</b>	<b>Output/Target</b>
6.	Provide a wide range of single and multi-agency services for access by older people to assist them in feeling safe and remaining independent whilst living at home e.g.:	<ul style="list-style-type: none"> <li>▪ Create a multi-agency falls group to develop a falls strategy for the borough to include falls training to professionals in Halton and continuing support to falls clinic</li> </ul>	Falls (sub) Group	Ongoing	Service due to be mainstream funded through the PCT from April 2008	Reduce the number of emergency admissions to Hospital relating to falls  Reduce the number of falls recorded in a Residential or Nursing setting
		<ul style="list-style-type: none"> <li>▪ Secure funding for chair-based exercise service.</li> </ul>	Culture & Leisure/HLP	Ongoing	Temporary funding until March 2008. Thereafter these will be prioritised against other outcomes and contained within existing budgets.	Funding agreed by April 2008
		<ul style="list-style-type: none"> <li>▪ Continue to develop links to the Housing Strategy</li> </ul>	Housing	Ongoing		Refer to Housing Strategy

<b>Objective d): SAFETY AND INDEPENDENT LIVING - Ensuring older people can live independently at home in comfort</b>						
<b>Action No.</b>	<b>Action</b>		<b>Lead Officer or Group</b>	<b>Timescale</b>	<b>Resources Required</b>	<b>Output/Target</b>
		<ul style="list-style-type: none"> <li>▪ Develop services based on need as outlined in the Intermediate Care evaluation and continue to support the Intermediate Care Partnership</li> <li>▪ Evaluate and roll out the second phase of the Single Assessment Process across key stakeholders</li> </ul>	<p>Intermediate Care Executive Board</p> <p>Single Assessment Process Co-ordinator</p>	<p>Ongoing</p> <p>July 2007</p>	<p>Currently funded through Social Services</p> <p>Review roll out costs and fund from within existing budgets and via the PCT.</p>	<p>See Intermediate Care evaluation report August 2006</p> <p>Improve efficiency and consistency of service delivery for service users across the whole system.</p>

<b>Objective e): ADVOCACY AND FINANCIAL SERVICES - Ensure Older People have easy access to advocacy and financial advice</b>						
<b>Action No.</b>	<b>Action</b>		<b>Lead Officer or Group</b>	<b>Timescale</b>	<b>Resources Required</b>	<b>Output/Target</b>
7.	Develop and support the newly formed Advocate service in particular.	<ul style="list-style-type: none"> <li>▪ Monitor and evaluate the Advocate service and identify unmet need to feed into the future commissioning process</li> </ul>	Contract Monitoring Officer	Quarterly Basis	Review effectiveness and prioritise against other outcomes.	<p>Increase capacity for existing Advocacy service</p> <p>Identify gaps and report into commissioning process</p>
8.	Ensure financial support services are fully available to Older People and their carers in particular:	<ul style="list-style-type: none"> <li>▪ Ensure information is available on benefit entitlement through all parts of the system.</li> <li>▪ Ensure joined-up approach to maximising income, particularly in relation to number of Older People accessing Direct Payments</li> <li>▪ Ensure increase in take-up of benefits by Older People through Age Concern Halton, Citizens Advice Bureau, the Law centre</li> </ul>	Social Services	<p>Ongoing</p> <p>Ongoing</p>	Within existing Budgets	Increase number of Older People accessing benefit entitlements, direct benefits and other financial support

**Objective f): COMMUNICATION AND INFORMATION – Ensuring Older People are valued, treated with respect and kept informed by involving them in Decision Making processes relating to local services**

Action No.	Action		Lead Officer or Group	Timescale	Resources Required	Output/Target/Outcome
9.	Establish more effective marketing and communications in relation to older people's services by:	<ul style="list-style-type: none"> <li>▪ Conducting a mapping exercise of all services, initiatives and activities available to Older People in the borough especially in relation to transport, employment, health, safe and independent living, advocacy and financial services and promote a directory of services</li> <li>▪ Establish a user/client satisfaction baseline</li> <li>▪ Set up monitoring systems to agree and evaluate the effectiveness of information provision/marketing plan/communications strategy</li> </ul>	<p>Older People's Local Implementation Team and Sure Start to Later Life</p> <p>Research &amp; Intelligence Unit</p> <p>Healthy Ageing Sub-Group</p> <p>Marketing Sub-Group</p>	<p><b>Dec 07</b></p> <p>Sept 2007</p>	<p>Within Existing Sure Start to Later Life budget</p> <p>Within existing budget</p> <p>Within existing budget</p>	<p>Ensure clear and up-to-date information is available</p> <p>Support enhanced access to services, activities and information for older people</p> <p>Borough wide home survey with a possibility to use Citizens Panel conducted and assessed by end of September 2007</p> <p>Report to Older People's LIT/Health SSP on a quarterly basis and take corrective action if evaluation determines that information provision is ineffective</p>



**Objective f): COMMUNICATION AND INFORMATION – Ensuring Older People are valued, treated with respect and kept informed by involving them in Decision Making processes relating to local services**

Action No.	Action		Lead Officer or Group	Timescale	Resources Required	Output/Target/Outcome
10.	Establish a joined-up approach to information sharing	<ul style="list-style-type: none"> <li>▪ Identify a panel to consist of representation across all Directorates and key stakeholders to form a communications group</li> <li>▪ Establish a dignity Champion role across partner organisations.</li> </ul>	<p>Communication Department</p> <p>Older People's LIT</p>	<p>October 2007</p> <p>April 2007</p>	<p>Time related resource and capacity issues to be addressed And to be re-prioritised against other outcomes and contained within existing budgets.</p> <p>Within existing budget</p>	<p>Improve communication links between key stakeholders and Directorates</p> <p>5% increase in service user satisfaction</p>
11.	Involve Older People in the planning of future services and identify any unmet need by:	<ul style="list-style-type: none"> <li>▪ continuing to develop Halton Older People's Empowerment Network, Older People's Local Implementation Team and Healthy Halton Partnership</li> <li>▪ Holding Older Peoples Fairs, conferences and workshops</li> </ul>	Age Concern and Halton Older People's Empowerment Network (OPEN) and Older People's LIT Sure Start to Later Life	May 07 – March 08	Alternative funding arrangements are being explored and these will be prioritised against other outcomes and contained within existing budgets.	<p>Improve diversity within the Older People's Empowerment Network</p> <p>All identified gaps fed into the commissioning process or other relevant area e.g. transport, employment etc</p>

**Objective f): COMMUNICATION AND INFORMATION – Ensuring Older People are valued, treated with respect and kept informed by involving them in Decision Making processes relating to local services**

Action No.	Action		Lead Officer or Group	Timescale	Resources Required	Output/Target/Outcome
12.	Ensure information about services is accessible to Older People in as many different formats as possible	<ul style="list-style-type: none"> <li>▪ Carrying out an audit of Existing information provision to look for style, language, format etc and develop a protocol for information provision across all services and partners</li> </ul>	Individual Lead Officer for all services  Communication	By April 2008	As part of individual service plans	<p>Increase use of all services by 5% within one year from establishment of marketing plan</p> <p>All new information to be in the newly agreed format</p>