

**SUBMISSION TO COMMUNITY, HOUSING AND HEALTH (OVERVIEW & SCRUTINY)
COMMITTEE**

Date: 18 March 2013

Agenda item: 6

Contact Officer: Helen Spearey/Clive Gibbins

Phone: 01543 308700/702

**SUBMISSION BY CABINET MEMBER FOR HOUSING, HEALTH AND ENVIRONMENTAL
PROTECTION**

OLDER PEOPLE'S SERVICES

1. Purpose of the report

- 1.1 To advise Members of the demographic changes within the district relating to the predicted increase in numbers of older residents over the next 17 years.
- 1.2 To inform Members of the services commissioned and delivered by Lichfield District Council which primarily benefit older people and to note the areas of work being developed which benefit this group of residents.
- 1.3 To seek the views of Members regarding current priorities and gaps in service.

2. Background and Context

2.1 In spring 2012, the Housing and Ageing Alliance published a Manifesto for Older People's Housing which aims to promote choice, inclusion and independence in later life. It invited Councils to pledge to:

- deliver more and better later life housing options,
- commit to great design,
- provide good advice on housing options and practical housing help,
- protect social care budgets and
- appoint an older peoples champion.

Following a question from Councillor Mrs Woodward at the Council meeting held on 17th April 2012, the Leader pledged support for the Manifesto and subsequently the Cabinet Member for Housing, Health And Environmental Protection was appointed to the role as Older People's Champion for Lichfield District Council.

2.2 The role of an Older People's Champion is to be a strategic leader for older people across the District, raising and promoting older people's issues and where necessary to argue, support and defend the concerns, issues and needs of older people.

2.3 It is generally accepted that the term "Older People" relates to those that are 65 and over, and increasing age will often be accompanied by an increased need for support. However, within Lichfield District many of our older residents are fit, well and active members of the local community who contribute in many ways to the quality of life for their families and neighbourhoods. For information the average age of Lichfield District Councillors is 62.5 years so we have a rich source of experience and advice on the opportunities and limitations of later life.

The ageing population

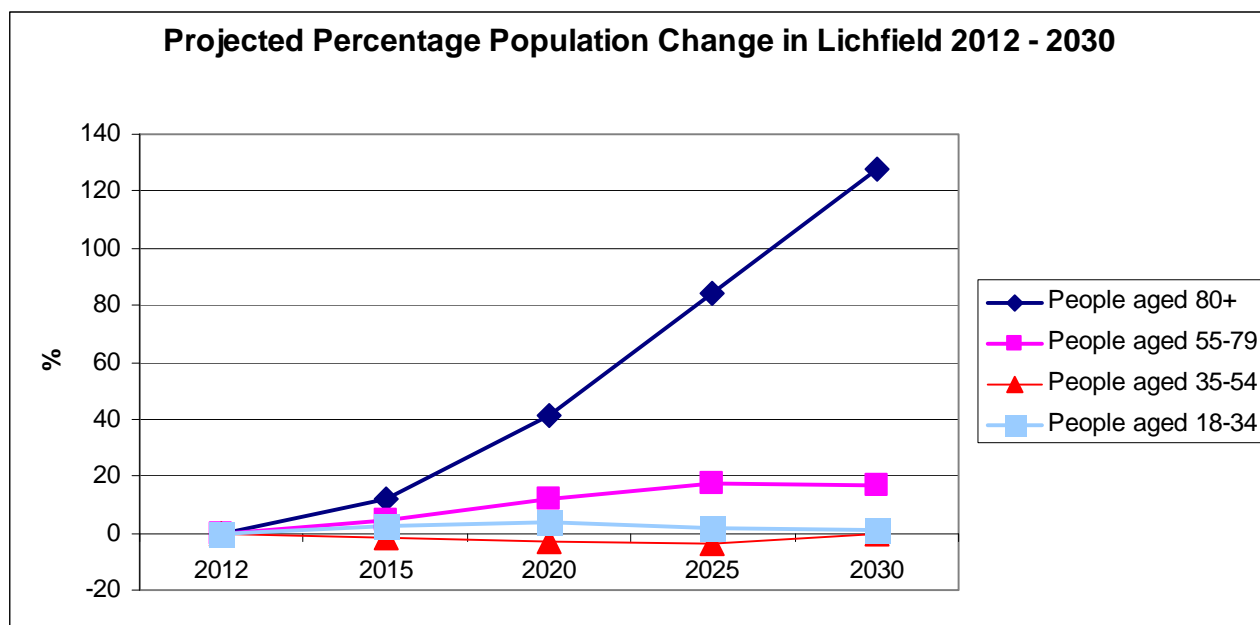
2.4 The current population of Lichfield District is 100,654 people¹, and this is expected to increase to 114,500 by 2030². Currently 20% of the population is aged 65 and over,

¹ Source: Census 2011

² Figures are taken from Office for National Statistics (ONS) sub national population projections. The latest sub national population projections available for England, published 21 March 2012, are based on the 2010 mid year population estimates and project forward the population from 2010 to 2035

however this proportion is predicted to increase to 28% by 2030. Lichfield District's ageing population projections up to 2030 can be seen in figures 1 and 2 below.

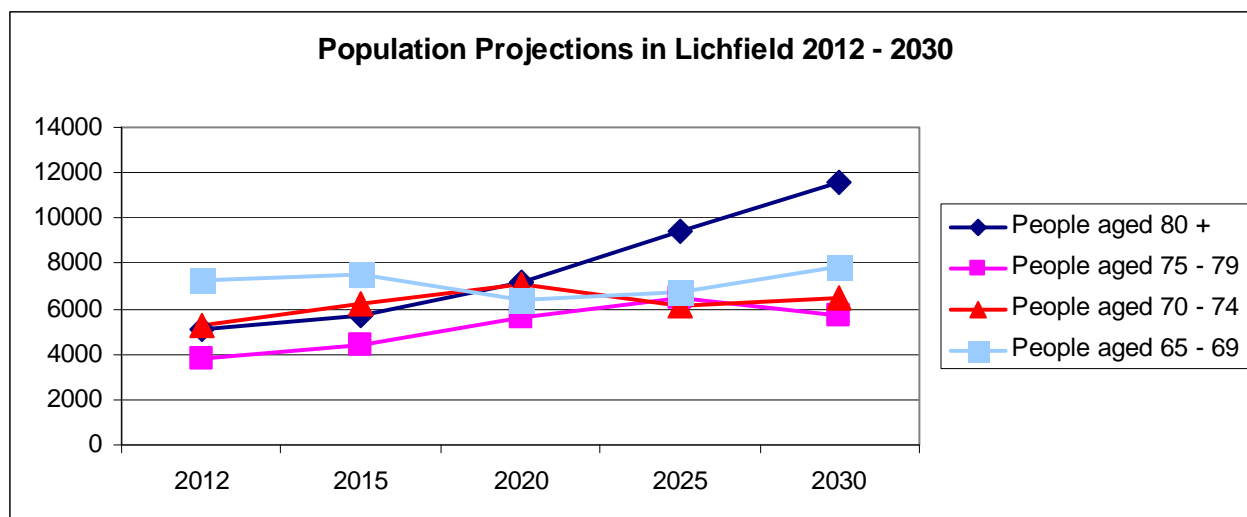
Figure 1



Source: Projecting Older People Population Information System (POPPI) and Projecting Adult Needs and Service Information (PANSI) (2012).

- 2.5 Figure 1 shows that whilst the percentage change in people aged 18 – 54 is not expected to increase or decrease significantly over the next 20 years, it is predicted that the number of people aged 80 and over will increase by 127%. Therefore the increase in the number of people aged over 80 will be the most significant factor in the population increase between 2012 and 2030.
- 2.6 This means there will be an increasing need for residential care homes and for services for the very frail elderly. Data from Projecting Older People Population Information Services (POPPI) suggests that within the District there will be an increase in the need for care home places of 104% by 2030. The transport and isolation issues that older people in outlying villages currently experience will be magnified which will have an impact on bus passes and concessionary fares for the County Council. There may be an increased requirement for assisted bin collections accompanied by an increase in the need for Disabled Facilities Grants and adaptations. Shopmobility may experience increasing demand as will activities such as the Knit and Natter and other community groups and activities which are established to reduce social isolation.
- 2.7 Figure 2 below shows a breakdown of the older age categories, suggesting that the number of people aged 65 – 79 is expected to slightly increase whilst the number of people aged 80 and over will see a rapid increase between 2020 and 2030. Due to this ageing population there is also an expected increase in people living with serious, debilitating illnesses, such as dementia.

Figure 2



Source: Projecting Older People Population Information System (POPPI) (2012).

- 2.8 42% of the respondents to the Residents Survey carried out in 2012 were over the age of 65. The survey also found that only 35% of those aged over 65 had visited the Council website and that only 7.6% of over 65's would use blogs and websites to find out about council services. The distribution of older people across the district is detailed in **Appendix A**.
- 2.9 Consideration of the ageing population is often conducted typically in terms of the problems and costs of supporting growing numbers of older people. A study in 2011 carried out for the volunteer charity WRVS, however turns that premise on its head. Far from being a burden on the economy, it states that older people are in fact net contributors.
- 2.10 The research attempts to quantify the role of older generations. Taking together the tax payments, spending power, caring responsibilities and volunteering effort of people aged 65-plus, it calculates that they contribute almost £40bn more to the UK economy than they receive in state pensions, welfare and health services.
- 2.11 Moreover, the research suggests, this benefit to the economy will increase in coming years as the "baby boomer" cohort enters retirement. By 2030, it is projected; the net contribution of older people will be worth some £75bn and predicts an increase in the spending power of over 65's from £76 billion at present to £127 billion.
- 2.12 In addition the provision of social care by older people is currently valued at £34 billion and is expected to reach £52 billion by 2030. It is estimated that 65% of older people regularly help out elderly neighbours, and are the most likely of all adult age groups to do so, which is in addition to the one fifth (21%) of over 65's who help elderly parents or relatives.
- 2.13 The Enhanced Joint Strategic Needs Assessment (eJSNA) for Lichfield considers the current and future health and social care needs of the population together with the underlying determinants of health. A key message for commissioners is that the ageing of the population within Lichfield District and its movement into retirement and older age groups could be a greater issue than for many other areas in the region

3. Services We Deliver, Commission and Influence

- 3.1 The District Council has supported the housing needs of the elderly through working in partnership with Bromford which lead to the extra care development at Beacon Park Village, and through the development of the former Friary Outer car park which will provide modern, fit for purpose sheltered housing for older people. The Local Plan Core Strategy recognises older people in its adoption of design standards and the exploration of opportunities for additional extra care units in the district.
- 3.2 There are currently 8 sheltered housing schemes in the district providing accommodation and housing related support for 274 older people. Staffordshire County Council

commission this support together with a floating support service for 88 older people and a community or social alarm service for 1211 older people.

- 3.3 The Council also helps people to stay in their homes for longer through Disabled Facilities Grants. In 2011-12 a total of £636,000 was spent assisting 88 households to provide adaptations to the home, from stair lifts to level access showers. An assessment of the age of applicants for completed grants showed that 66% were for those over the age 60.
- 3.4 Through the energy advice line funded by the Council free energy advice is available which will also help on energy tariff switching. For older and vulnerable people needing more detailed advice home visits may be available and in the last 3 months 70 advice visits have been completed.
- 3.5 The Council is one of thirty organisations, that also includes other local authorities, charities and housing organisations, that have come together to launch the Cheaper Energy Together partnership. Led by the People's Power (a community interest company that is run as a social enterprise), Cheaper Energy Together provides a collective and instant energy switching service to get households a better deal through the power of group buying, and will also offer free energy saving advice and support. All the organisations involved in the partnership are non profit making. The switching service is completely free to consumers. A small referral fee will be charged to the energy supplier of between £5 and £8 per switch. All referral fees will contribute to the cost of running the initiative, no profits will be made.
- 3.6 Championed by our Local Strategic Partnership, Lichfield District Council have played a major part in the implementation of the Let's Work Together project, helping to identify and deal with risks in the home from fire and trip hazards to managing medicines and dealing with loneliness and isolation. In 2012 10 training sessions were held attended by 132 home visitors many of which provide assistance and support to older people.
- 3.7 Our Community Transport Service helps community groups across the district to get to social, leisure and education facilities and events. The service is aimed at elderly and disabled people who find it difficult to get out and about and in particular provides a service to those living in remote areas. In 2012, the service provided over 700 trips, with over 8,600 passenger trips being made travelling over 24,000 miles.
- 3.8 Assisted bin collections are another service available to Older People, we carry out 1899 of these across Tamworth and Lichfield, Shopmobility is also a service that can provide assistance to older people within the City centre with 669 registered users including tourists, of which 276 of are Staffordshire residents.
- 3.9 The Leisure Centres have a 50 plus leaflet which is a guide to leisure activities across the district for over 50's. Activities include relaxation, tai chi, chair based exercise, 50+ aerobics, swimming, tea dances, short mat bowls and pilates. In addition, over 60's are eligible for a free Leisure Activity Passport (a saving of £25 on the normal costs for an adult) which gives up to 30% discounts on admission costs of selected leisure activities. The leaflet also provides information on activities in local parks, and the mobile leisure timetable.
- 3.10 In 2011/12 the Council carried out a commissioning exercise of community and voluntary organisations; Live at Home won a contract which is focused on providing support and befriending visits to older people and carers. In addition South East Staffordshire Citizens Advice Bureau won a contract to provide advice services and during the year 2011 – 2012 dealt with 373 clients that were aged 65 and over.
- 3.11 Every year the Council invites non profit making organisations, such as parish councils, clubs and charities, to apply for small grants to help them deliver a range of local community services Organisations targeted at older people that were successful included
 - Lichfield & District Live at Home
 - Burntwood Live at Home
 - South Staffordshire Cruse
 - Age UK
 - Alzheimers society
 - F.A.B. knit and natter.

- 3.12 Lichfield Connects host Staffordshire County Council's Purple Pages portal which lists activities and services that help people to live a healthier more independent life and activities that will help to prevent feelings of isolation. Although not specifically aimed at older people all of the contents of Purple Pages includes services for older people.
- 3.13 We may also have opportunities to influence other partners through the Local Strategic Partnership; for example, the South East Staffordshire and Seisdon Clinical Commissioning Group will become a legal entity from 1st April and they are prioritising frail older people within their Integrated Strategic Operating Plan. We are currently considering how we can develop shared objectives to identify and support vulnerable older people.

4. Gaps in Services

- 4.1 Provision of public transport to the outlying villages is a big issue which contributes to the isolation of the elderly in rural wards. The wards of Shenstone, Little Aston, Kings Bromley and the Ridwares are within the 10% nationally most deprived due to geographical barriers.
- 4.2 Lack of schemes for grandparents to provide support for families. Age UK for example run a scheme called Time Together which is an opportunity for older people to socialise with other grandparents, while their grandchildren play and take part in activities together. This takes place at the Charnwood Children's Centre on Thursday afternoons, and may help towards reducing feelings of isolation for some older people.
- 4.3 Assisting older people with untidy gardens and houses in disrepair or getting small jobs done in the home, particularly by people they can trust. All of these are issues for many elderly people.
- 4.4 Currently local knowledge and experience appears to be lost to local business and the community when an individual retires, there are few ways in which retired business people are able to share their knowledge and experience with local businesses.
- 4.5 Alcohol issues in older people. Whilst older people generally drink less than younger generations, the number of older people who experience alcohol related problems is increasing as a consequence of the ageing population and changing patterns of alcohol consumption.

5. Recommendations

- 5.1 That Members note the contents of this report and consider and comment on the service gaps identified.
- 5.2 That Members consider the options available to influence and enable how they could be addressed, having regard to the responsibility for their delivery and resources available.

7. Community Benefits

- 7.1 Older people within the community will benefit from the work of the Older Peoples Champion in raising the profile of older people generally within the Lichfield District.

8. Financial Implications

- 8.1 There are financial implications in that the predicted increase in numbers of those over 65 will have a corresponding increase in demand for services such as assisted bin collections which will correspondingly increase the cost of providing the service. Therefore it is possible that the increase in numbers will lead to an increase in the cost of providing services to meet the more specialised needs of some older people.

9. Strategic Plan Implications

- 9.1 This links in to the Supporting People theme in the Plan for the District 2012 - 2016, particularly the section 'We'll help and support vulnerable adults, families and children to live independent and fulfilled lives, in their own homes and communities, and prevent

homelessness wherever we can.’. Which in addition echoes the sentiment in the 2006 publication ‘A Sure Start to Later Life’ in which the Cabinet Office Social Exclusion Unit states “Our vision is to ensure that older people are enabled to remain independent for as long as possible...”.

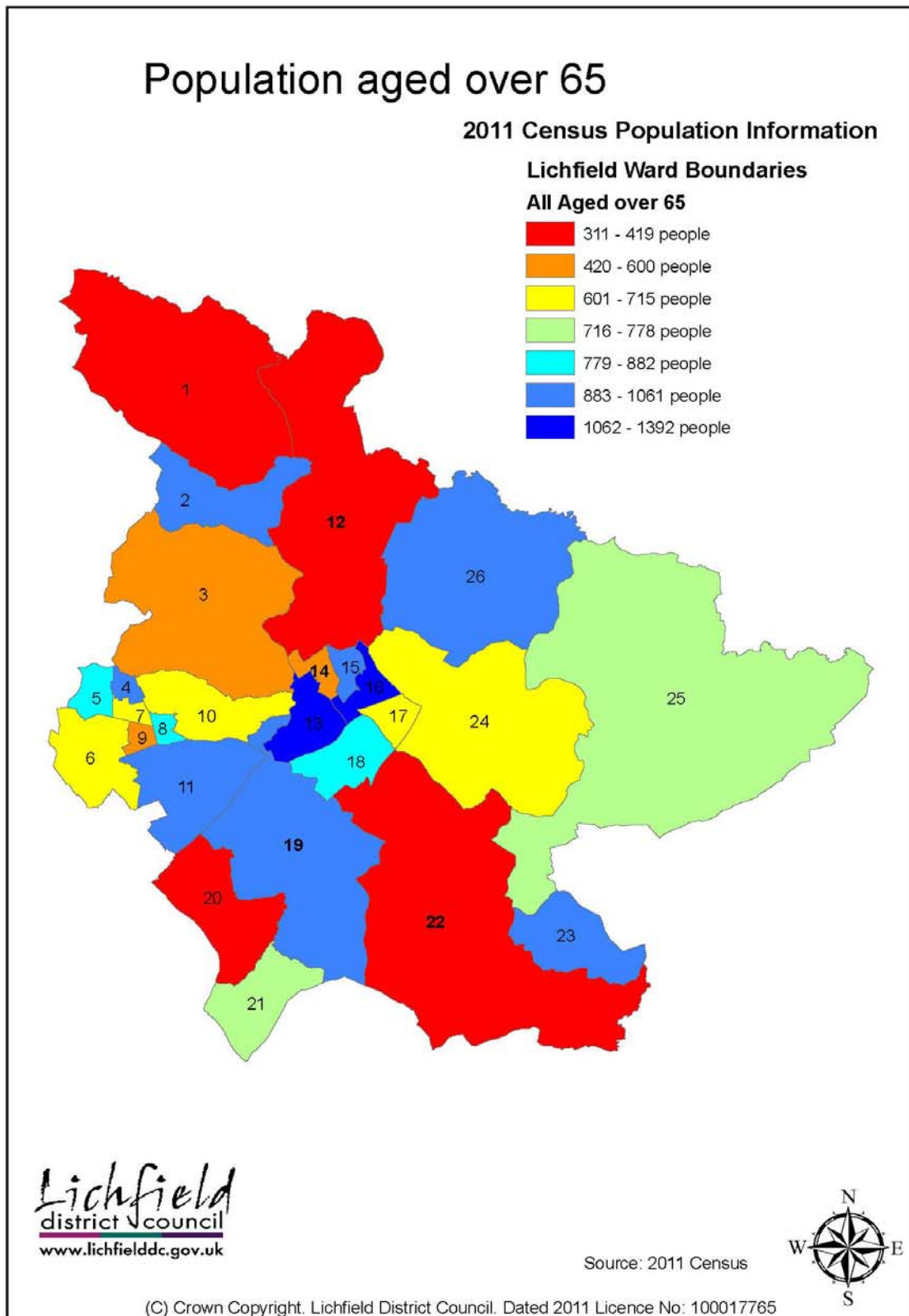
10. Risk Management Issues

10.1 The following risk has been identified as relevant to this report.

Risk Description	Likelihood / Impact	Status	Risk Category	Countermeasures
Ineffective Member Scrutiny resulting from the inability to access timely, accurate and relevant data.	Medium / Medium	Material	Reputation	Effective utilisation and enhancement of the systems available to the Council is highly likely to increase the level of scrutiny through improving access to financial and performance data. This will maximise the focus on what is most important to Members of this Committee.

Background Documents:

The Plan For The District 2012 - 2016



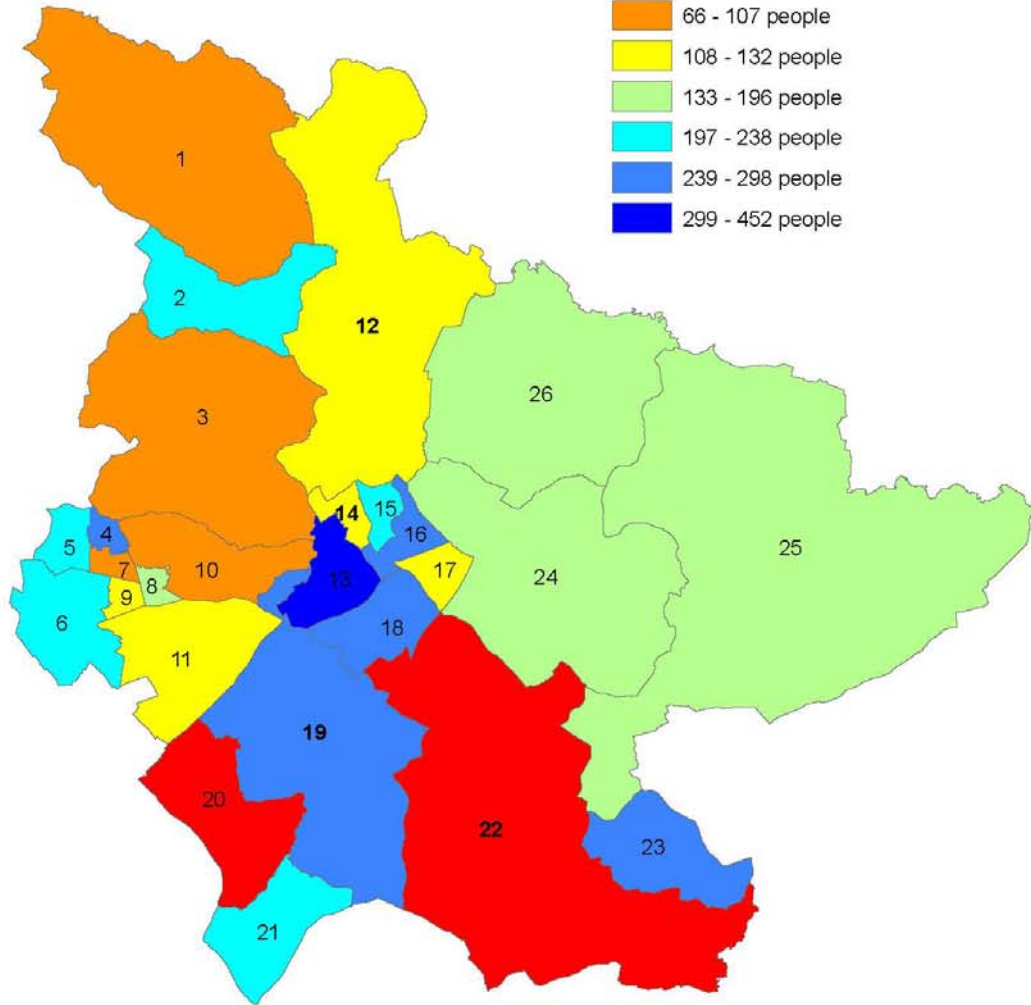
Key to Map: 1. Colton & Mavesyn Ridware. 2. Armitage with Handsacre. 3. Longdon. 4. Boney Hay. 5. Chase Terrace. 6. Chasetown. 7. Burntwood Central. 8. All Saints. 9. Summerfield. 10. Highfield. 11. Hammerwich. 12. Kings Bromley. 13. Leomansley. 14. Chadsmead. 15. Curborough. 16. Stowe. 17. Boley Park. 18. St Johns. 19. Shenstone. 20. Stonnall. 21. Little Aston. 22. Bourne Vale. 23. Fazeley. 24. Whittington. 25. Mease & Tame. 26. Alrewas & Fradley

Population aged over 80

2011 Census Population Information

Lichfield Ward Boundaries

All aged over 80



Lichfield
district council
www.lichfielddc.gov.uk

Source: 2011 Census



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