

Strategy for an Ageing Population – Workshop 1

Keith Nathan – Keith was from an authority that also had Beacon status and mentioned that there were lots of things worth taking back with him. One of the key issues is helping people to be healthier in their 50s and 60s; we need to be smarter when working with younger older people. The question was asked as to how older people were engaged to move onto more varied activities.

DH reinforced the current council message regarding communities and how these need to be reinvented through engagement in its wider sense. As part of this generations need to be put together, young people are horrified when they find of older peoples fears towards them. This needs to move beyond just having it on the school curriculum for young and old to talk about the war, it should reflect on current issues. The focus should not be on being young or old but on the community and ways people can contribute and feel safe.

Jane – The events attracted 300 people, what was it that was on the agenda?

DH – The agenda gave a very broad context of what it was that they were developing with information being given out in advance. It was through conversations had that led to the 5 outcomes and aims seen in the strategy.

Jane – Was there anything in particular that people said was vital?

DH- there was a willingness to address issues in a flexible manner, for example not just addressing poverty through welfare rights but also looking at employment for older people. The issue of personal relationships and sexuality was raised however this fell off the agenda and didn't get picked up which was disappointing. A fear of crime with older people wanting to feel safe in their communities was also highlighted as a key area.

Mahmood Ameera – Congratulations were passed on for the presentation.

Concern was expressed regarding bus passes, since the introduction of these buses have gone from being half empty to full. It was asked that if the bus passes stop other services improve to compensate this.

DH- Unaware that Lancashire County Council was making a decision on this but will try to find out.

Bev French- The process looks like a marvellous on, it was asked what barriers were encountered along the way.

DH – The hardest part was 50 plus, long debates were has as to why it was 50 plus, many wanted the document to be called Older People Strategy but the concern was that this wouldn't relate to for example a 56 year old plumber. A lot of project management was needed to get the consultants onboard with this and a lot of work went into getting people to understand the population demographics and profiles. The faith sector had raised concerns that all the strategy focused on was money with no concerns for equality beyond this. There was only two people working on the strategy for 2 days a week with no BME colleagues and so there was a lack of resources and knowledge in this area, it is hoped this will be addressed in the delivery of the strategy. When a glossy document had been distributed for comments the feedback was poor however when a rough one very much in draft version was distributed

comments and suggestions were much higher in volume. If the strategy was to be done again David would have attempted to involve more elected members. Input from GP's would have been helpful to have.

Joan Brogden – How do people in Lancashire accept the term older people as in her experience people don't like being labelled, also has anyone came up with an idea to erase this?

DH- David accepted that this was a real barrier, however doesn't understand quite why it is that people are frightened of age but does understand why people would be afraid of being in the services. The reality is that it is a barrier as people are frightened of ageing. The document has to focus on ageing as this is what is happening to the world.

Strategy for an Ageing Population – Workshop 2

The Audit Commission report says that where councils have made the investment in things such as the Strategy results have been outstanding however only one third of councils were this progressive. What would be the business case if you were going about starting the Strategy now?

DH – The business case would be the same, as one engineering manager put it we "can't afford not to engage with the old". 'Don't stop me now' profiles the population, we aren't able to recruit what isn't there and there are no new graduates to replace those 50 plus. We currently have the most diverse population in our history; we can't assume that everyone who gets older will be sick. We need to make sure however that the vulnerable get the support that they need.

The Strategy was published in 2007, has the engagement work been carried out?

The Multi Agency Officer Delivery Group ensures that this is being monitored, this is also monitored by LSP's. The Strategy is starting to appear in Action Plans as well as the Lancashire County Council Action Plan. The 50 plus Assembly will report to the Lancashire Partnership as the overarching monitor.

Are there any signs of success in terms of outcomes for the strategy?

DH – There is evidence of change in all the strategies relating to age in Lancashire and the districts, all now contain very positive imagery.