



LIFELONG OPPORTUNITIES

Ageing well in Richmond upon Thames 2009-2013

This strategy was produced in partnership with NHS Richmond and the voluntary sector, and members of the steering group included Richmond Age Concern and Richmond LINK (Local Involvement Network).



ALBANIAN

Nese keni veshtersi per te kuptuar kete botim, ju lutemi ejani ne recepcionin ne adresen e shenuar me poshte ku ne mund te organizojme perkthime nepermjet telefonit.

ARABIC

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BENGALI

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FARSI

اگر در فهمیدن این نشریه مشکلی دارید لطفاً به میز پذیرش در آدرس قید شده در زیر مراجعه غایید تا ترتیب ترجمه تلفنی برایتان فراهم آورده شود:

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PUNJABI

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Contents

	page		page
Foreword	5	The National & Local Policy Framework	12
		National Context	
		Local Context	
Introduction	6		
Our Vision for people aged 50+ – Aims and Outcomes Framework	7	Working in partnership and delivering the strategy	15
Aim 1: Make a positive contribution and feel valued and included		Action Plan	17
Aim 2: Have access to appropriate information and advice			
Aim 3: Enjoy living in good, safe neighbourhoods and be able to get out and about		Appendix I – Related local strategies and plans	37
Aim 4: Keep healthy and active			
Aim 5: Be able to access high quality care and support services when necessary		Appendix II – Partners consulted in developing the strategy	40
What do we mean by “older people”?	9	Appendix III – Useful contacts	41
Facts and figures about Older People in the London Borough of Richmond upon Thames			

Foreword

We are delighted to present our strategy for people aged 50 and over, which runs from 2009 to 2013. It sets out how we in Richmond upon Thames will respond to the opportunities and challenges of an ageing society.

Older people make a valuable contribution to our families, communities and society. Our vision is to ensure that they are able to live healthy, independent and fulfilled lives, with choice and control over the support that they receive, should this be needed. In developing this strategy, we have sought the views of older people and the wider community, in order that the strategy reflects local issues and priorities. The action plan pulls together activity across agencies and community groups in the borough to build a joint approach to delivering objectives.

If we are to fully achieve our vision, we must begin by challenging stereotypes and create a positive image of older people which accurately reflects reality. In Richmond upon Thames we know that many older people are active and healthy, with a high proportion belonging to clubs, playing a key role in local voluntary organisations and community groups, and continuing to work. We do also, however, have high numbers of older people living alone, and an increasingly challenging economic environment. This makes it vital that we work with our partners to target resources effectively.

We need to plan now for services that older people in Richmond upon Thames will want and expect in the future. This strategy establishes a framework to meet these needs and aspirations - key to its success will be the commitment of partners and the ongoing contribution and involvement of older people themselves.

In this way, it will promote stronger, more sustainable communities and recognise both the role that older people have to play in promoting their own health and wellbeing and the role that agencies have in working together to develop the independence and confidence of older people.

Finally, we would like to thank all those who have worked to make the strategy and action plan an effective document to take forward the issues for older people.



Councillor Denise Carr

Cabinet Member for Adult Services,
Health and Housing

Sian Bates

Chair of NHS Richmond

Introduction

People in Britain are now living longer. Within 20 years half of the adult population will be over 50 and more of us now think differently about what we want from our later life. People in their fifties who are in good health can look forward to at least another quarter of a century of active life. The ageing population will also be increasingly diverse, and local services must adapt to the needs of this older, more diverse society.

People over 50 contribute to our community through their skills, knowledge and experience. As professionals, volunteers, grandparents and carers, people aged 50+ are active citizens, and we need to focus on what matters to them to ensure they can continue to participate in society as equal citizens.

This strategy has been jointly developed by a wide range of partners working together to agree what we will deliver to meet the needs and aspirations of people aged 50 and over living in the borough. It defines the key aims that will need to be addressed and outlines how this will be achieved.

The shared partnership vision is to offer a range of opportunities, choices and services, which ensure that people aged 50+ are included and

enabled to live fulfilling, independent lives. These services are not just about health and social care for those with the most severe needs. They should promote the wellbeing and independence of all those aged 50+, ensuring universal services are readily accessible and inclusive, and that specialist services are available when needed.



Our Vision for Older People

Our vision is to improve the quality of life for people aged 50+ by enabling them to:

- ▶ Make a positive contribution and feel valued and included
- ▶ Have access to appropriate information and advice
- ▶ Enjoy living in good, safe neighbourhoods and be able to get out and about
- ▶ Keep healthy and active
- ▶ Be able to access high quality care and support services when necessary

These aims have been developed by talking to people over 50 about their priorities and what is important to them. The Outcomes Framework develops each theme into a set of outcomes and key priorities, and the delivery of these priorities will be monitored through the Health and Wellbeing Partnership.



Outcomes Framework and Key Principles

Vision: To improve the quality of life for people aged 50+ by enabling them to;

Aim 1 Make a positive contribution and feel valued and included	Aim 2 Access to appropriate information and advice	Aim 3 Enjoy living in good, safe neighbourhoods and be able to get out and about	Aim 4 Keep healthy and active	Aim 5 Be able to access high quality care and support services when necessary
<p>Outcome 1a People aged 50+ are encouraged and enabled to participate in community life and make decisions about their lives</p> <p>Outcome 1b People aged 50+ are valued, respected and free from discrimination & harassment</p> <p>Outcome 1c People aged 50+ and younger people will be working together to promote social inclusion and understanding</p> <p>Outcome 1d People aged 50+ have opportunities to use their skills and experience for themselves and the benefit of the community</p>	<p>Outcome 2a People aged 50+ have access to accessible, jargon free information and advice about opportunities and services in their area</p> <p>Outcome 2b People aged 50+ have access to good employment, training, financial and benefit advice before and after retirement</p>	<p>Outcome 3a People aged 50+ are able to get out and about and use affordable transport that is easily available and accessible</p> <p>Outcome 3b People aged 50+ have access to decent, appropriate and affordable accommodation where choice is maximised</p> <p>Outcome 3c People aged 50+ feel safe in their homes and neighbourhoods and enjoy a good quality local environment</p>	<p>Outcome 4a People aged 50+ are able to access a range of practical and preventative services that promote independence and good health</p> <p>Outcome 4b People aged 50+ are able to access a range of affordable social, cultural, leisure and educational opportunities and learn lifelong skills</p> <p>Outcome 4c People aged 50+ have good social networks to combat social isolation</p>	<p>Outcome 5a People aged 50+ can use a range of affordable, good quality health and care services in their local area</p> <p>Outcome 5b People aged 50+ are supported to decide where & how they want to arrange their care</p> <p>Outcome 5c Carers are supported in their caring role for as long as they wish</p> <p>Outcome 5d Health and Social Care services recognise and respond to the mental health needs of people aged 50+ at a local level</p> <p>Outcome 5e People aged 50+ are supported to access End of Life Care, bereavement and counselling services, which reflect their wishes</p>

Key Principles underpinning delivery of the strategy

- ▶ A positive approach to life for people aged 50+, enabling informed choice, control and active involvement
- ▶ Communicating and consulting with people aged 50+ to progress our vision
- ▶ Mainstream services which are person centred, accessible, culturally sensitive and respect diversity, with accessible advocacy services when needed
- ▶ Well trained staff who demonstrate a positive attitude

What do we mean by “older people”?

Society in the UK is changing, with more people living longer in greater health and prosperity. Perceptions of “old age” are being challenged as many people expect to remain active and well into their seventies and eighties. The national strategy *Opportunity Age – Meeting the Challenges of Ageing in the 21st Century (2005)* suggests that strategies for older people should consider the needs of everyone over the age of 50. Although we recognise that few people would consider themselves as “older” simply because they have reached their fiftieth birthday, this can be a period which sees changes in a number of aspects of life. For instance people may begin to prepare for later life at around this age and start financial planning for retirement; parents may find that their family life changes as their children become independent and leave home; and people may acquire caring responsibilities with grandchildren or aged parents. Crucially, lifestyle choices at 50, such as stopping smoking, doing more exercise and eating a healthy diet can significantly impact on health and wellbeing in later life.

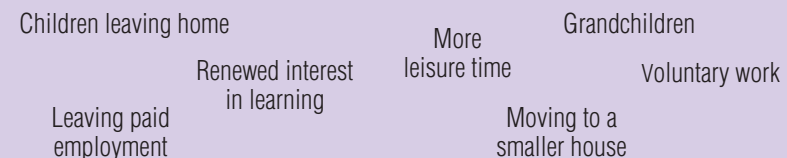
There are a number of things that may contribute to older people being regarded, or regarding themselves, as “old” or “older”. Physical decline begins in our twenties, but many of us are not aware of it until it begins to affect key functions such as eyesight, hearing and mobility and this will happen at different points in the lives of all of us. Similarly, the changes

in our lives that we associate with getting older, such as retirement and changes in our family responsibilities can take place at different times and are not just determined by age.

The Diversity of the 50+ Population

Ageing affects people in different ways, presenting opportunities or creating dependency

Changes in later life: often seen as opportunities

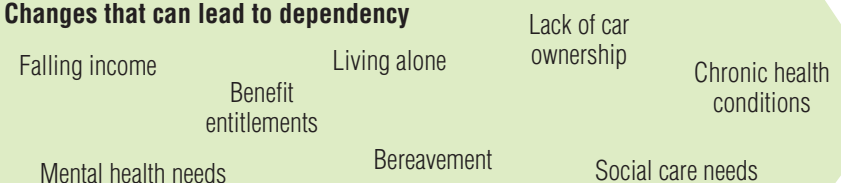


Children leaving home
Leaving paid employment
Renewed interest in learning
More leisure time
Grandchildren
Voluntary work
Moving to a smaller house

The 50+ age spectrum: different experiences for different people at different times



Changes that can lead to dependency



Falling income
Mental health needs
Benefit entitlements
Living alone
Bereavement
Lack of car ownership
Social care needs
Chronic health conditions

Source: Audit Commission 2008

Older people are not a uniform group and they have a wide range of interests and needs, but three broad stages can be identified:

- ▶ **Entering older age** – this includes people as young as 50, or from the official retirement age. These are often people who have completed, or are about to complete, their career in paid employment and/or child rearing. They are typically active and independent and many may remain so into late old age. The goals of government policies are to promote and extend healthy active life.
- ▶ **Transitional phase** – this often takes place between the ages of 70 and 90, but can occur at any stage of older age. This group of older people are in transition between healthy, active life and frailty. Goals of policies here are to identify emerging problems and ensure effective responses to prevent crisis and long-term dependency.
- ▶ **Frail older people** – frailty is often experienced only in late old age. These people are vulnerable as a result of health problems, such as stroke or dementia, and higher levels of care/support will be needed.

Facts and figures about Older People in Richmond upon Thames

Richmond upon Thames is an outer London Borough with a population of around 180,000, with approximately one third of people aged 50 and over. The Joint Strategic Needs Assessment (JSNA), carried out in 2008, includes key facts and figures on the over 50s age group:

- ▶ Life expectancy in Richmond is generally high, 79.4 years for men and 83.1 for women
- ▶ The older population is likely to grow over the next 10 years and growth will be largely in the 65-74 age groups
- ▶ The number of people aged between 75-84 may actually fall and there will only be a small increase in the over 85's
- ▶ In London terms, Richmond upon Thames has a relatively low Black and Minority Ethnic (BME) population at present, but this will increase by 7.7% by 2011 and 15.9% by 2016
- ▶ During the same period, the BME population who are over 65 will increase by 16.5% and by 45.4% respectively, with very significant increases in the over 85s and services will need to be adapted to reflect these changes for both users and carers
- ▶ 44% of people aged over 65 live alone (the highest proportion in London) which can lead to social isolation

-
- ▶ Although the prevalence of dementia is not expected to increase, the ageing population is likely to lead to an increase in demand for dementia services, which is currently under-provided for. The requirements of the National Dementia Strategy (including early diagnosis and service provision), will also have to be met
 - ▶ The needs of carers need to be kept under review, particularly in view of the trend towards provision of services in the community
 - ▶ Future NHS Richmond plans should continue to prioritise action on issues such as the number of preventable and non-preventable conditions common in the borough (for example coronary heart disease, diabetes, stroke and cancer).

The less affluent residents of Richmond upon Thames are more likely to remain in the borough, and it is likely that there will be an increase in the demand for health and social care services for people aged 50+. The current economic recession will also have an impact on need throughout the period of this strategy.

These facts emphasise the need to ensure that as a community we share an inclusive approach to age, to ensure people over 50 are not excluded or isolated from society and are able to participate fully as independent individuals.



National & Local Policy Context

National Context

The government has recognised that services for people aged 50+ must be better “joined up” to promote better outcomes. In terms of health, making lifestyle changes at age 50 can improve independence, health and wellbeing in later life. Society has changed so dramatically that a new framework is necessary to ensure all agencies deal with these changes effectively and appropriately.

In the strategy document *Opportunity Age: Meeting the Challenges of Ageing in the 21st Century* (2005) the Government acknowledged that demographic changes required outdated perceptions about later life to be challenged. It emphasised the contribution that people aged 50+ could make to their own wellbeing and to the wider community, and identified the importance of preventative and universal services in promoting choice and control.

In “*Building a Society for all Ages*” (2009) the Government further developed this approach to address the challenges and realise the opportunities presented by an ageing population. The strategy highlights aims and priorities for a healthy, active, informed and involved community of over 50s.

The Government’s “*No Secrets*” guidance (2000) has also required local authorities to give a high priority to their role in safeguarding vulnerable adults. This guidance required councils to set up a multi-agency framework, led by adult social care but also including health, police and a range of other partners. The London Borough of Richmond-upon-Thames’ “Inter-agency Policy and Procedures for Safeguarding Adults” emphasises prevention, training and a co-ordinated, focused response to safeguarding vulnerable adults in our community.

Following a Government initiative, the Council and NHS Richmond has adopted the “Dignity Challenge”, a ten-point framework to ensure dignity and respect for all people using health and social care services. This sets out how people can expect to be treated and includes a helpline where any concerns or issues can be reported in confidence and investigated.

A number of national initiatives have developed the personalisation of service provision, including:

- ▶ **LinkAge Plus** – a programme of pilots exploring new ways to provide older people with access to a wide range of more integrated, joined-up services. The pilot programme was evaluated in 2009 and found that services, such as exercise, leisure and educational activities, as

well as help with employment, domestic tasks and gardening, had contributed to promoting older people's wellbeing.

- ▶ **Partnerships for Older People (POPPs)** – a programme of pilots aimed at delivering innovative approaches to transferring resources from institutional and crisis care for older people to earlier, targeted interventions in people's own homes and communities.
- ▶ **Common Assessment Framework** – which removes the boundary between health and social care, and focuses on a person-centred approach to promote independence and choice.

Local Context

A number of reviews, plans and strategies already address the specific needs of people aged 50+ living in Richmond (please refer to Appendix 1 for more details), and these include:

- ▶ The Community Plan
- ▶ NHS Richmond Commissioning Strategy Plan
- ▶ Community Safety Partnership Plan
- ▶ Cultural Plan
- ▶ Older People's Day Care and Respite Care Plan
- ▶ Carers' Strategy



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- ▶ Falls Prevention Strategy
 - ▶ Older People's Supported Accommodation Review

In addition, the Council is a leader in implementing the personalisation of services for older people through Self Directed Support (SDS) and Personal Budgets. SDS, based on supported self-assessment, Personal Budgets and personalised support plans, puts the individual in control of the care and support services they need to live as independently as possible and participate in the community. By autumn 2010, every person eligible for support from the Council will have a Personal Budget. People who are not eligible, or who do not wish to go through the Council for services, will also be able to access advice and information about meeting their care needs and choosing and arranging the services that suit them best based on the SDS approach.

Building on this approach, our "Lifelong Opportunities" strategy sets out a comprehensive outcomes framework and action plan to ensure that the needs of people over 50 are recognised and addressed in the wider context.

In order to achieve these outcomes, there must be high quality information and advice, appropriate early interventions, and personal choice and control in the way health and social care services for adults are delivered. This will also require a shift in resources from acute, specialised NHS services to wider health prevention and early intervention community-based services, focusing on promoting independence, health and wellbeing for all.

Working in partnership and delivering the strategy

In order to achieve the outcomes in this strategy, all partners will work together and will consult, communicate and engage with people aged 50+ to ensure that they can influence service development and priorities.

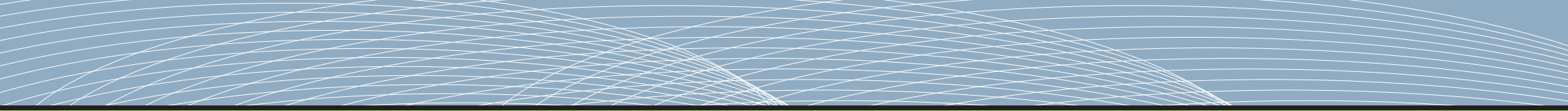
The outcomes and action plan in this strategy will be monitored through the Health and Wellbeing Partnership (HWBP). The HWBP has responsibility for partnership working to improve the health and wellbeing of all adults in the borough, including narrowing the gaps in health inequalities. The strategy will be reviewed in 2013.

Working in Partnership

Successful local partnerships require a clear vision and a shared understanding of what matters to the local community. The Council and NHS Richmond are committed to working in partnership with the voluntary sector to deliver the “*Lifelong Opportunities*” strategy and improve quality of life for older people.

The borough has a thriving voluntary and community sector and voluntary organisations make a real and lasting difference to people’s lives, often working with the harder to reach groups. From the larger organisations who also have a national voice, to smaller, specialised local organisations, such as the local involvement network, Richmond LINK, which represent





local individuals as well as local organisations, they all have an important role in working towards enabling residents to receive the best local services which meet their needs.

By developing a strategy for people aged 50+, partners in the statutory and voluntary sectors have an agreed framework within which to address the ageing agenda and ensure all strategies, work plans and services deliver and improve outcomes for this group. This is essential to meet the changing needs of the communities we serve and to ensure all services are inclusive and “age-proofed”. The agreed aims and outcomes set out in this strategy focus attention on what matters to people over 50. By using outcome measures we can demonstrate the link between actions and improved outcomes for people aged 50+. This document is thus a shared commitment to delivering improvement for older people living in the borough.

Working with the community

We need to fully engage people aged 50+ in shaping, delivering and evaluating community services in the borough. Through investing in training and support we can enable people over 50 to make a meaningful contribution as equal partners at all levels, from participating in the delivery of services to the development and review of strategies.

Action Plan

Aim 1: Make a positive contribution and feel valued and included

Outcome 1a : People aged 50+ are encouraged and enabled to participate in community life and make decisions about their lives	Action	Timescale
Successfully complete the priorities of people aged 50+ addressed in the local action plans of the five areas of relative disadvantage in the borough.	<ul style="list-style-type: none"> • Complete and evaluate all projects for people aged 50+ contained in each areas action plan. 	2009/12
Increased participation of BME groups in consultation exercises.	<ul style="list-style-type: none"> • Complete and evaluate BME consultations carried out through focus groups in the 5 areas of relative disadvantage. • Implement actions to increase BME participation. 	2009/10 Ongoing
Develop a strong local voice for people aged 50+.	<ul style="list-style-type: none"> • Support Richmond Council for Voluntary Services (RCVS), Age Concern, Richmond Local Involvement Network (LINKs) and other voluntary sector organisations in developing a network of service-users and carers to engage and consult with on health and social care services. • Work with RCVS Community Involvement Co-Ordinator to identify a set of specific consultative tasks and roles for which users and carers are needed. 	2009/10 2009/10 and refresh 2011

<p>Increase the number of people over 50+, including users and carers, involved in the development & redesign of new and current services.</p>	<ul style="list-style-type: none"> • Develop an engagement strategy to support plans such as the Cultural Partnership Plan and the Local Implementation Plan for Transport. These will set out how to consult with and involve people aged 50+ in the development and design of their services. 	<p>2010/12</p>
<p>Improve service quality for service users by gathering service feedback through older people's voluntary organisations.</p>	<ul style="list-style-type: none"> • Support the establishment of a new Voluntary Sector Forum, leading on voluntary sector consultation and service user involvement policies. • Carry out annual user surveys of services across the borough such as libraries, sports and cultural services. • Funding Agreements for older people's services delivered by the voluntary sector to include the requirement to gather feedback from people aged 50+ using those services. 	<p>Ongoing</p> <p>Ongoing</p> <p>2009/10</p>



Outcome 1b: People aged 50+ are valued, respected and free from discrimination and harassment	Action	Timescale
Existing and new services are free from all types of discrimination and meet diverse needs.	<ul style="list-style-type: none"> • Complete EINAs (Equality Impact Needs Assessments) for all new policies and services across the Council. • Ensure equality objectives are incorporated within service and team plans and monitored by directorate equality groups. • Ensure service specifications meet diverse needs as part of the commissioning/procurement process and review of services. • Service specific equalities training to meet diverse needs to be commissioned as part of directorate training plans. 	<p>EINA schedule: 2009-2010</p> <p>2009/10: Service/Team Plans</p> <p>2009/10 onwards</p> <p>2009/10 onwards</p>
Recognise diversity amongst people aged 50+, involving hard to reach groups of older people in planning & reviewing services.	<ul style="list-style-type: none"> • Ensure the Community Engagement Strategy addresses the needs of BME, LGBT (Lesbian, Gay, Bisexual and Transgender) and other hard to reach groups to increase involvement in the development of policies and services 	2009 /2010 and Ongoing

Promote and value diversity amongst older people.	<ul style="list-style-type: none"> • Diverse groups of older people to be involved in the development of the Council strategies. 	2009 /2010 and Ongoing
Establish a Hate Crime Forum (dealing with all hate crimes based on e.g. race, homophobia, disability) which includes age as a hate crime motive.	<ul style="list-style-type: none"> • Complete consultation on establishing a new Hate Crime Forum and ensure age is included as a hate crime in reported incidents. • Ensure those delivering existing and new services recognise hate crime and ensure that it is reported to the Hate Crime Coordinator and Hate Crime Forum. 	2009/2010 2009/2010 and Ongoing
Residents and professionals are empowered to identify and manage risk and ensure adults are safe from abuse and harm.	<ul style="list-style-type: none"> • Raise awareness in the community by publicising and distributing information on how to identify risk. • Carry out risk management skills training for professionals and Individual Budgets holders/self funders. • Carry out regular monitoring of quality assurance systems dealing with the safeguarding of adults. 	Planned campaign 2009/10 and when support planning annually Quarterly reports and annual review

Outcome 1c: People aged 50+ and younger people will be working together to promote social inclusion and understanding	Action	Timescale
Encourage and support new bids for intergenerational projects and support existing projects.	<ul style="list-style-type: none"> • Complete application for new national funding aimed to increase intergenerational volunteers through the involvement of voluntary sector organisations. • Support existing intergenerational schemes carried out across the borough, involving people aged 50+, such as intergenerational reading schemes in primary schools. 	<p>2009</p> <p>Ongoing</p>
Support the borough Mentoring Scheme to promote the scheme to people aged 50+.	<ul style="list-style-type: none"> • Increase awareness of the scheme with people aged 50+ and provide training and support 	2010 and Ongoing



Outcome 1d: People aged 50+ have opportunities to use their skills and experience for themselves and the benefit of the community	Action	Timescale
Publicise opportunities with the Volunteer Centre for people aged 50+.	<ul style="list-style-type: none"> • Market volunteer opportunities effectively and work in partnership with the volunteer centre on one off events such as volunteers' week, providing training and support to new recruits. 	Volunteer campaign held yearly in June
Work with Registered Social Landlords on schemes increasing work and learning opportunities for social housing and local residents.	<p>Use a community development approach to engage with older people and create opportunities for residents to participate in initiatives focused on:</p> <ul style="list-style-type: none"> • accessing volunteering and employment opportunities (e.g. Community Development Projects) • learning new skills (e.g. IT Courses) • reducing isolation (e.g. Neighbourhood Care Group partnerships, Sheltered Scheme activities) 	2009/Ongoing

Aim 2: Access to appropriate information & advice

Outcome 2a: People aged 50+ have access to easily available, jargon free information and advice about opportunities and services in their area	Action	Timescale
Enhance information and advice arrangements in the borough.	<ul style="list-style-type: none"> • Identify gaps in information and advice arrangements across the borough, working with the voluntary sector to improve and co-ordinate provision. • Consider good practice examples from other boroughs/regions on how to make information accessible in the borough by, for e.g. providing a web based information hub giving information on services, events and opportunities for people aged 50+ in the borough. 	2009/2010 and Ongoing 2010/2011
Libraries to provide and promote good quality and easily accessible information for people aged 50+.	<ul style="list-style-type: none"> • Review the information available in and through libraries in printed and electronic formats, including the What's On newsletter and the Info Rich community information database, to ensure that it is comprehensive, relevant, accurate, timely and fully accessible. 	March 2010
Ensure leaflets and publications produced by the Council are up to date, widely available and in accessible formats to meet the needs of all groups in the community.	<ul style="list-style-type: none"> • All leaflets and publications produced will be agreed by the Corporate Communications Team to ensure they meet corporate standards. • Leaflets to be reviewed by reader's groups, where appropriate, to ensure accessibility. 	2009 and Ongoing

Outcome 2b: People aged 50+ have access to good employment, training, financial and benefit advice before and after retirement	Action	Timescale
Support the Richmond Community Partnership (providing a benefits advice service) in delivering welfare benefits advice to people aged 50+, including carers.	<ul style="list-style-type: none"> Publicise Richmond Community Partnership's benefits advice service through the Partnership's marketing strategy and raise awareness with borough residents and voluntary sector networks. 	2009/Ongoing
Support our partners in providing employment, training and benefit advice initiatives for the over 50's.	<ul style="list-style-type: none"> Publicise Jobcentre initiatives to people aged 50+ through our partners in the voluntary sector to assist people find and stay in work. Work with Richmond Housing Partnership (RHP) and Richmond Adult Community College (RACC) on developing employment opportunities through Social Enterprise Projects. 	2009/Ongoing 2009/2010
Support initiatives by employers and the voluntary sector to promote financial planning in the workplace and after retirement.	<ul style="list-style-type: none"> Support Age Concern Richmond in developing financial planning workshops for people aged 50+ through their social centres'. Continue to provide financial planning seminars to local authority staff and partners. 	2009/10 and through a program of yearly workshops

Aim 3: Enjoy living in good, safe neighbourhoods and be able to get out and about

Outcome 3a : People aged 50+ are able to get out and about and use affordable transport that is easily available and accessible	Action	Timescale
Provide information, advice and services for residents in the borough with mobility difficulties.	<ul style="list-style-type: none"> • Redesign the model of accessible transport in the borough, mapping existing services and agreeing future provision in partnership with the voluntary sector. • Launch a publicity drive advertising the new scheme across the borough. 	<p>2009/10</p> <p>2010/11</p>
Assess and plan future transport in the borough by considering age as well as accessibility at the planning stage.	<ul style="list-style-type: none"> • Ensure transport assessment procedures consider age when planning future transport projects. • Complete a programme of EINAs for all transport strategies and ensure actions are monitored. 	<p>2009/10</p> <p>Through annual program of EINAs and annual equalities reports</p>
Work with our partners in transport to support the Smarter Travel Richmond Programme.	<ul style="list-style-type: none"> • Encourage those aged 50+ to change to more sustainable methods of transport and monitor changes in travel behaviour. 	<p>2009/12</p>
Work with Transport for London to improve training and service delivery on buses.	<ul style="list-style-type: none"> • Feed back to Transport for London the views of people over 50 to improve training and service delivery on buses. 	<p>Ongoing</p>

<p>Planning obligations address transport issues for new build housing development to ensure they are accessible.</p>	<ul style="list-style-type: none"> • Carry out accessibility studies for all new housing developments ensuring transport policy, Transport for London and developers are involved in the process. • Maximise accessible services and facilities locally through planning policies with larger facilities in the district centres (Twickenham, Whitton, Teddington and East Sheen) or Richmond Town centres, where they are accessible by public transport. 	<p>Ongoing</p> <p>Ongoing</p>
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Outcome 3b: People aged 50+ have access to decent, appropriate and affordable accommodation where choice is maximised	Action	Timescale
<p>Set high standards for design of new homes, making them accessible and secure.</p>	<ul style="list-style-type: none"> • Implement planning policy on sustainable development for all affordable housing through the Sustainable Construction Checklist, Secure by Design and Lifetime Homes Standards. 	<p>2009/10 & Ongoing</p>
<p>Promote housing options for people over 50, enabling mobility where desirable.</p>	<ul style="list-style-type: none"> • Publicise schemes for people aged 50+, such as Seaside & Country Homes, and hold one housing fair for people aged 50+ per year. 	<p>Yearly</p>
<p>Promotion of specialist schemes where appropriate e.g. schemes for older people with learning disabilities, dementia and other specialist needs.</p>	<ul style="list-style-type: none"> • Progress schemes such as the Dean Road extra care housing for elderly people with higher care needs. 	<p>Works start December 2009 and finish April 2010</p>

Promotion of home improvement grants to people aged 60+.	<ul style="list-style-type: none"> • Increase the number of people aged 60+ taking up grants to improve their homes through the Home Improvement Agency, Disabled Facility Grants and decent homes initiatives. • Highlight these schemes with BME communities, in particular through presentations to local BME groups. 	<p>2009/10 and Ongoing</p> <p>Two presentations held each year</p>
Increase the uptake of both Telecare and Telehealth.	<ul style="list-style-type: none"> • Increase awareness and publicity of the benefits of both services, with staff, partner agencies and the public. 	2010 Onwards
Support the extension of the “Handyperson” scheme.	<ul style="list-style-type: none"> • Appoint an additional handyperson, a marketing manager and volunteers within the existing Age Concern run Handyperson scheme, to provide small repairs and adaptations in the home, safety checks and promotion of Telecare assistive technology. 	2009/10
Increase the uptake of grants, discounts and financial help for people aged 60+ to ensure they keep warm e.g. through home insulations schemes and heating rebates.	<ul style="list-style-type: none"> • Implement objectives in the Council’s Housing Strategy on fuel poverty and energy efficiency. 	2009/10 and ongoing

Outcome 3c: People aged 50+ feel safe in their homes and neighbourhoods	Action	Timescale
Achieve a reduction in the number of crimes, in particular “distraction” burglaries, aimed at elderly and vulnerable people.	<ul style="list-style-type: none"> Promote awareness of crime prevention through regular Operation Lockout road shows across the borough. Involve the public in bringing local policing issues to the attention of Safer Neighbourhood Teams, ensuring patrols address local priorities. Carry out outreach sessions at older people’s centres and raise awareness crimes such as distraction burglaries in particular. Distribute safety equipment and complete questionnaires on crime and community safety issues. In conjunction with Careline, consult Careline users on their crime and safety concerns through visits from Safer Neighbourhood Team Officers. 	<p>Road-shows held yearly</p> <p>2009/10 and ongoing</p> <p>2009/2010 - three centres to be visited.</p> <p>On going throughout 2009/2010.</p>
Reduce the fear of crime among people aged 50+.	<ul style="list-style-type: none"> Ensure the borough’s communication strategy publicises Richmond as the safest borough in London Enhance communication between borough residents and officers through regular Police Liaison Group meetings. 	<p>Ongoing</p> <p>Four-six meetings a year in each ward</p>
Work with the police, community safety team, health development team and fire brigade to increase safety and prevent accidents and fires in the home.	<ul style="list-style-type: none"> Publicise availability of smoke alarms and home fire safety checks for people aged 50+ through the London Fire Brigade. Implement the Falls Prevention strategy to reduce number of falls in the home. 	<p>Ongoing</p> <p>2009/10</p>

Aim 4: Keep healthy and active

Outcome 4a: People aged 50+ are able to access a range of practical and preventative services that promote independence and good health	Action	Timescale
Raise awareness of falls services among the 65+ age group promoting health, independence and safety.	<ul style="list-style-type: none"> Publicise the Falls Prevention programme through its communication strategy Evaluate the programmes effectiveness in reducing the number of older people suffering falls in the borough. 	2009/10 Ongoing
Improve the health and wellbeing of people aged 50+ in the borough.	<ul style="list-style-type: none"> Implement a programme of health promotion, disease prevention and healthcare in partnership with NHS Richmond 	2009/12
Reduce health inequalities, in particular in the 5 areas of relative disadvantage through health and wellbeing initiatives.	<ul style="list-style-type: none"> Meet targets for health and wellbeing objectives in community development “Working Together” plans, in the 5 areas of relative disadvantage by for e.g. increasing participation in the exercise referral scheme 	2009/2012

Outcome 4b: People aged 50+ are able to access a range of affordable social, cultural, leisure and educational opportunities and are able to learn lifelong skills	Action	Timescale
Improve access for older people to facilities and activities, leading to increased participation in cultural activities.	<ul style="list-style-type: none"> • Develop and promote targeted arts programmes for older people including talks, tours, performances, art classes and practical workshops. • Develop and promote targeted library services for older people including live literature events, reading groups and through the Home Library Service. • Develop and promote targeted sport and physical activity services for older people including Nifty Fifties classes, falls prevention, exercise referral and the free swimming programme for over 60s. 	<p>2009/12</p> <p>2009/12</p> <p>2009/12</p>
Increased opportunities for adult learning for people aged 50+.	<ul style="list-style-type: none"> • Provide a range of free taster sessions in libraries in partnership with Richmond Adult Community College. • Develop the skills of people over 50 through involvement in Adult Learners' Week promotion and other learning initiatives. 	<p>2009/12</p> <p>Annually – May</p>
Support the voluntary sector to maintain and enhance provision of social activities for residents over 50.	<ul style="list-style-type: none"> • Fund social activities through the small grants programme for people over 50 to reduce social isolation, improving access to social centres and social networks. 	<p>2009/10 and Ongoing</p>

Outcome 4c: People aged 50+ have good social networks to combat social isolation	Action	Timescale
Support befriending schemes for socially isolated people carried out by the voluntary sector.	<ul style="list-style-type: none"> Support voluntary sector organisations and Richmond Community Support Service Consortium to deliver befriending schemes across the borough, through funding from the small grants programme. 	2009/2010 and Ongoing
Support faith groups in their provision of befriending services to their local communities.	<ul style="list-style-type: none"> Provide support to the Inter-Faith Forum in developing work on befriending carried out by its members. 	2010/11



Aim 5: Be able to access high quality care and support services when necessary

Outcome 5a: People aged 50+ can use a range of affordable, good quality health and care services in their local area	Action	Timescale
Consider health and care services from the perspective of people aged 50+ and ensure they meet the needs of individuals.	<ul style="list-style-type: none"> • Ensure health and social care services public and patient involvement strategies include adequate representation from identified groups of people aged 50+. 	2009/10
Deliver and plan general and specialist services for people aged 50+.	<ul style="list-style-type: none"> • Support NHS Richmond in delivering national regional and local goals through its annual Operating Plan and Strategic Commissioning Plan. 	April each year (operating plan) July – every five years (commissioning plan)



Outcome 5b: People aged 50+ are supported to decide where and how they want to arrange their care	Action	Timescale
Support more people to live independently in their own homes with access to support.	<ul style="list-style-type: none"> • Develop a borough reablement service to prevent hospital admissions and reduce the need for long term care and support. 	Phase 1 in place by April 2009, to be completed by 2010
Increase the proportion of care that people receive closer to home.	<ul style="list-style-type: none"> • Work in partnership with NHS Richmond to reduce avoidable admissions and deliver the Out of Hospital Strategy. 	2009/10 and Ongoing.
Re-designed adult care services delivering a more personalised and responsive service.	<ul style="list-style-type: none"> • Complete the roll out of the Personalisation programme for all adults receiving social care services and monitor its success through user-led evaluation. • Support the development of a local market working in partnership with the voluntary sector to ensure individuals have a choice of local support services. 	Programme to be rolled out by 2011 2009/10

Outcome 5c: Carers are supported in their caring role for as long as they wish	Action	Timescale
Carers receive good quality information and advice.	<ul style="list-style-type: none"> • Publish a Carers Directory of Services. • Publicise Carers Services within the Borough, through both statutory and voluntary sectors, linking it to the National Carers helpline. • Monitor and audit carers assessments, including carers satisfaction. 	2009 2010 Ongoing
Recognise carers role in self-directed support.	<ul style="list-style-type: none"> • Promote carer inclusion in Self Directed Support assessments through staff training. • Include carers in training for Self Directed Support, provided through Richmond Users Independent Living Scheme (RUILS). 	2009/10 2009
Increased emergency and planned respite care opportunities for carers.	<ul style="list-style-type: none"> • Improve and increase emergency and planned respite service available to carers. • Identify services available for carers not eligible for statutory services. 	2009 2010
Improve carers training, volunteer and employment opportunities.	<ul style="list-style-type: none"> • Develop training to assist former carers to return to work • Promote courses and training plans for current carers • Promote volunteering as a potential way of returning to work • Promote opportunities within the “Caring With Confidence” programme. 	2009/10 2009/10 2010 2009/10
Actively seek participation and feedback from hard to reach carers.	<ul style="list-style-type: none"> • Develop a standardised survey across LBRuT and Voluntary Organisations to gather feedback and suggestions about services. 	2009

Outcome 5d: Health and care services recognise and respond to the mental health needs of people aged 50+ at a local level	Action	Timescale
Deliver the local Dementia strategy in partnership with NHS Richmond.	<ul style="list-style-type: none"> • Work in partnership to develop and implement a multi-agency dementia strategy in line with the national Dementia Strategy (2009) with a focus on improved awareness and early diagnosis. 	2009/11
Improved mental health through increased access to self-help schemes and initiatives that promote good physical health.	<ul style="list-style-type: none"> • Promote and deliver exercise referral classes and programmes specifically for people with mental health problems. • Promote and deliver health walks for all residents in the borough. 	Classes weekly and programmes over 12 weeks Deliver 8 walks per week



Outcome 5e: People aged 50+ are supported to access End of Life Care, bereavement and counselling services, which reflect their wishes	Action	Timescale
Increased support provided to people wishing to die at home.	<ul style="list-style-type: none"> • Support NHS Richmond in working with service users and their carers to provide access to appropriate care, enabling people to die at home in line with the End of Life strategy. 	2009/10
Ensure carers who need counselling have access to relevant services such as bereavement counselling.	<ul style="list-style-type: none"> • Develop and provide good quality information and advice on counselling and bereavement services. 	2010/11



Appendix 1

Related local strategies and plans

This strategy has links with other existing strategies, plans and policies produced by the Council and its partners. There are also a number of new strategies which will be developed over the next year to work to more fully engage our local communities, ensure people get on well together, tackle disadvantage and improve the health of local people.

Strategy/Plan	Website Link
Carers Strategy	http://www.richmond.gov.uk/home/health_and_social_care/adult_social_care/adult_social_care/carers_strategy_2007-2010.htm
Community Plan	http://www.richmond.gov.uk/home/community_and_living/neighbourhood_information/community_plan_2007_to_2017.htm
Community Safety Strategy	http://www.richmond.gov.uk/search-results.htm?col=liveandqt=community+safety+strategy
Corporate Plan	http://www.richmond.gov.uk/home/council_government_and_democracy/council/council_publications/corporate_plan.htm

Strategy/Plan	Website Link
Cultural Plan	http://www.richmond.gov.uk/home/council_government_and_democracy/council/civic-offices/departments/childrens_services_and_culture/cultural_services_strategic_plans_and_strategies.htm
Falls Prevention Strategy	http://www.richmond.gov.uk/home/health_and_social_care/adult_social_care/health/health_promotion/active_living/falls_prevention.htm
Housing Strategy	http://www.richmond.gov.uk/housing_strategy
NHS Richmond Commissioning Strategy Plan	http://www.richmondandtwickenham.nhs.uk/about-the-pct/key-publications/
NHS Richmond Operating Plan	http://www.richmondandtwickenham.nhs.uk/about-the-pct/key-publications/

Strategy/Plan	Website Link
Safeguarding Adults Inter-Agency Policy and Procedures	http://www.richmond.gov.uk/protecting_vulnerable_adults_guidelines_final.pdf
Self Directed Support	http://www.richmond.gov.uk/home/health_and_social_care/adult_social_care/self_directed_support.htm
Voluntary Sector Funding Programme	http://www.richmond.gov.uk/home/community_and_living/voluntary_organisations/grants_to_voluntary_organisations/smal_grants_fund.htm or http://www.thamescommunityfoundation.org.uk/funds.htm#012

Appendix 2

Partners consulted in developing the strategy

Richmond Community Support Services Consortium

Age Concern

Richmond upon Thames LINK

Ethnic Minority Advocacy Group

Richmond Crossroads

Integrated Neurological Services

Carer and Users' Group

Social Care Providers Forum

Voluntary Sector Community Groups

University of the Third Age

Richmond's Older People's Forum

NHS Richmond

South West London St Georges Mental Health Trust

Richmond Housing Partnership

Department for Work and Pensions

Transport for London

Health and Wellbeing Partnership

Appendix 3 - Useful Contacts

Information & Advice:

Adult and Community Services – London Borough of Richmond upon Thames - provide support to people who need help with everyday living. For information and advice for older people with disabilities, sight/hearing difficulties, mental health problems, people over 65 who are frail and carers and please go to:

http://www.richmond.gov.uk/home/health_and_social_care/adult_social_care.htm

If you need some extra help to live independently at home, such as access to Careline/Telecare, Home Care or the Handypersons scheme, go to:

http://www.richmond.gov.uk/home/health_and_social_care/adult_social_care/illness_and_physical_disability/support_at_home_for_older_people.htm

Age Concern Richmond upon Thames – An independent organisation working with and for older people in Richmond upon Thames, it provides services to meet the needs of older people. For more information go to:

<http://www.acrut.org.uk/>

RCSSC - The Richmond Consortium helps older residents of Richmond upon Thames to live a fuller life by introducing them to new friends and activities and by ensuring that they have access to the facilities and services that they need. For more information go to:

<http://www.richmondconsortium.org.uk/>

Arts, Leisure and Culture:

For information on arts, sports, libraries, parks, community information, local history/heritage and tourism and travel in the borough of Richmond upon Thames go to:

http://www.richmond.gov.uk/leisure_and_culture

Adult Learning:

Richmond Adult Community College – Fulfill your potential through learning – for details of courses locally go to:

<http://www.racc.ac.uk/>

University of the Third Age – an independent organisation made up of groups of people who come together to enjoy shared learning and activities. For more information on groups in your area go to:

<http://www.u3a-richmond.org.uk/>

Health Services & Entitlements

A range of health checks and services are available locally, ranging from eye tests to flu vaccinations. For more detail on current entitlements and services you may be able to access, and when go to:

http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_104783

NHS Richmond is responsible for health services in the borough, and the website gives a list of healthcare services available locally. For more information go to:

<http://www.richmondandtwickenham.nhs.uk/>

Local Information:

InfoRich - a searchable database containing details of over 1,800 local organisations. It is an easy to use, one stop shop for all local residents and allows you to search for local organisations, clubs and community groups in your local area, within Richmond upon Thames, and in neighbouring boroughs:

<http://www.richmondlibraries.info/>

Transport:

If you need help with transport the Accessible Transport Unit coordinates transport related schemes by providing information, advice and services for residents in the borough with mobility difficulties. For more information go to:

http://www.richmond.gov.uk/home/council_government_and_democracy/council/civic-offices/departments/environment_directorate/traffic_and_transport/accessible_transport_unit.htm

Older Persons Freedom Passes – these are available for all people aged 60 and over who reside permanently in the borough. For more information go to:

http://www.richmond.gov.uk/home/transport_and_streets/public_transport/older_persons_freedom_passes.htm

For **general travel enquiries** go to Transport for London at

<http://www.tfl.gov.uk/>



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Tel: 020 8891 1411
Web: www.richmond.gov.uk

