

Section 6

Tools



Section 6 Tools

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Introduction

This section of the handbook offers you ways of checking the progress of the strategy and provides useful background information to demonstrate how the strategy was developed. It also shows how the strategy is linked or cross-referenced to a range of other documents that affect the lives of older people.

You will find the tools in the following order.

- Age-proofing toolkit

This is a way of helping to check whether organisations have the right building blocks in place to provide age-proof services – for example, age discrimination policies in employment, strict consultation processes and ways of making sure older people are portrayed in a positive light.

This is not meant to be a way of catching organisations out. It is intended to help organisations develop and be confident that they are on the right track.

The toolkit covers five key areas called ‘domains’ which can be adapted and added to.

- Impact assessment

This is a way of assessing how far the objectives set out in Ambition Lancashire have been achieved.

The assessment process is colour-coded.

- Red – shows a particularly weak area where further action is needed to achieve the desired outcome.

- Amber – shows that an objective is only partly met or progress is uncertain. This area needs further investigation and agreed action to improve progress.
- Green – shows that there is clear and positive evidence of progress. This should be recorded to demonstrate good practice and support areas in the red and amber categories.

It's important to remember that these are suggested indicators and actions and the template is there as a tool to assess progress.

The impact assessment can be used by older people's partnership boards, older people's forums, public sector and voluntary organisations and stakeholder organisations. It should be a key tool for the proposed Lancashire Older People's Partnership Board and the Lancashire Partnership to jointly assess and review progress.

As with the age-proofing toolkit, the targets can be adjusted to meet local requirements.

- Strategy analysis framework

This was developed by the independent consultants who helped develop the strategy. They have produced a matrix to demonstrate how the range of strategies affecting the lives of older people are connected and where there are gaps.

This framework can be used to show where organisations are or should be developing a joint approach to mainstream and older people's services to meet the needs of older people.

When using this framework, it is important to remember that it measures targets from Ambition Lancashire against strategies from other organisations. So to use it effectively, you will need to refer to the section of Ambition Lancashire dedicated to older people.

www.lancashirepartnership.co.uk

- Consultation responses

Please note that the order and wording of the aims and outcomes in the responses shown below are based on the draft version of the strategy circulated during our consultation exercises. They do not therefore always reflect the order and wording shown in the final published strategy.

The most important message to emerge from the Better Government for Older People Programme is that working together with older people produces better and far more effective solutions.

Throughout the process of developing the Strategy for an Ageing Population, we have involved older people from a range of organisations and as individuals.

We held three consultation events in Preston, Burnley and Chorley, involving over 300

people. These events brought a large number of older people face to face with a wide range of relevant organisations in one room for a full day. For example, there were representatives from the Lancashire Fire and Rescue Service, the Lancashire Constabulary, the NHS, district councils, Lancashire County Council and the full range of voluntary and faith sectors.

This approach emphasised that no single organisation can have a meaningful effect on the lives of older people without working in partnership and placing older people at the very centre of their consultation and delivery processes.

In addition to this, an Older People's Strategy Development Team was established. This consisted of more than 30 older people, supported by officers and external consultants. It met regularly to make sure older people's views were heard and provide reality checks on the strategy as it developed.

To support this process we also set up an Officer Resource Group consisting of representatives from 43 organisations across the county. The aims of the group were to make sure all relevant organisations and sectors were involved in developing the strategy, and to provide support for the older people's team when required.

We followed our consultation events with an action-planning event where officers and over 60 older people worked to agree the final themes for the strategy. We interviewed several managers and officers from a range of organisations from all sectors to collect their views on what was needed in the strategy to help them work in partnership to improve the lives of older people. We also held several focus groups with older people, including those from black and minority ethnic communities, to listen to their views about how the strategy could meet their needs.

We also asked several organisations across Lancashire and the north west to submit formal comments in writing, representing the views of their organisations in the public, private and voluntary sectors.

All these views strongly influenced the content of the final strategy.

For a summary of all these responses, [click here](#).

The appendices also provide lists of the teams, forums and other groups consulted in developing the strategy, along with links to district strategies and contacts for further information.

- [Information sheet](#)

This is a summary of national and local information you might find useful in preparing documents or if you need some general background information.

Age-proofing toolkit

Domain 1 – Strategies and plans

Question	Current position	Evidence	Further requirements
Does your strategy or plan consider changes in the population?			
Does it specifically refer to meeting the needs of an ageing population?			
Is it free of generalisations, stereotypes and negative images of people of different age groups?			
Have you specifically consulted older people when developing the document, or are you planning to?			
Does the document propose specific initiatives to make services age-friendly?			

Domain 2 – Use of services

Question	Current position	Evidence	Further requirements
Does your service have users over 50?			
Do you have any detailed information about which people over 50 use your service?			
Have you developed any services specifically targeted at older people?			
Have you introduced any specific measures to attract older people to your service?			
Have you done any market research to find out what older people think of your service?			
Are your mainstream services used by older people?			

Domain 3 – Consulting and involving older people

Question	Current position	Evidence	Further requirements
Do you regularly consult people over 50 about your services?			
Do you have procedures in place to feed back to people on the results of your consultations?			
Do you have procedures for tracking any changes made as a result of your consultations?			
Have you specifically consulted older people about your service, or do you plan to?			
Do you have resources allocated for involving older people?			
Do older people have a say in how those resources are managed?			

Domain 4 – Information and marketing

Question	Current position	Evidence	Further requirements
Do you market your service to people aged 50 and over?			
Is any of your marketing directed specifically at people aged 50 and over?			
Does your information include words and images directed at older people?			
Does it portray older people positively?			
Has it been checked for plain English?			
Is it available in different formats?			
Are older people included in planning and designing the information?			

Domain 5 – Employment

Question	Current position	Evidence	Further requirements
Do you have plans in place to meet age discrimination requirements?			
Do you make sure your recruitment processes reach older people?			
Do you have a scheme to encourage older people to stay on at work?			
Do you monitor the age profile of your workforce to make sure it matches the local community's profile?			
Do you monitor job applications by age?			
Are you involved with an age-positive programme?			

Impact assessment

This assessment checks the effectiveness of local measures against the objectives set out in the ‘Older people’ section of Ambition Lancashire (www.lancashirepartnership.co.uk).

Use the suggested indicators under each action from Ambition Lancashire to help you assess how effectively the strategy is being delivered at local level. Then use your own judgement, informed opinion and local knowledge to allocate a colour code which reflects your conclusions. The colour codes are explained in detail below.

Codes

Colour	Assessment	Action
Red	This is not being achieved or there are significant weaknesses.	Develop an action plan to tackle this issue.
Amber	<p>This is only being partly achieved or there is some uncertainty.</p> <p>Or it is not clear whether this is being achieved.</p> <p>Or there are some signs that this is being achieved, but the evidence is weak</p>	<p>Develop an action plan to tackle this issue.</p> <p>Investigate further to establish a clearer picture.</p> <p>Investigate further and collect supportive evidence.</p>
Green	There is clear and significant success, and evidence is available to support this.	Catalogue the evidence. Identify where improvements can be made. Can these successes be transferred to improve weaker indicators?

Impact assessment checklist

Ambition: Maximise the life opportunities for older people and engage them in all levels of decision-making

Action: Strengthen the opportunities for older people to remain active and fully involved in work, leisure activity, housing, learning and community life in Lancashire

Suggested indicators	Code	Reasons for the choice of code, with evidence	Proposed action to remove or reduce negative impact
<ul style="list-style-type: none"> • Older people’s skills and experience are recognised as an asset in the workplace. • Local employers are encouraged and supported in making sure their recruitment and employment practices reflect older people’s needs and abilities. • Re-training opportunities are available. • Private and public leisure facilities meet older people’s needs and expectations. • Learning and training courses recognise older people’s skills and experience as legitimate qualifications to access training, learning and academic courses. • Learning opportunities open up a range of academic and vocational learning routes. • Leisure, learning and employing organisations meet the 'age-positive test'. • Times and venues for meetings involving the public are accessible to older people. • Employers offer flexible working arrangements to older people and encourage them to make the most of these opportunities. • Flexible working arrangements help older employees to retire gradually or to continue with caring and grandparent responsibilities. 			

Action: Develop collaborative arrangements for service-planning with older people, carers and other stakeholders

Suggested indicators	Code	Reasons for the choice of code, with evidence	Proposed action to remove or reduce negative impact
<ul style="list-style-type: none"> • Existing arrangements involve older people and their carers. • Service managers use older people’s experience as a resource for planning service developments and assessing the quality and effectiveness of services. • Older people are aware of local service planning arrangements and how to contribute. • Service planning arrangements encourage and support the involvement of older people. • Older people involved in service planning feel they enjoy equal status alongside professionals and managers. 			

Action: Capitalise on the skills and expertise of older people from all communities and cultures and their contribution to local communities

Suggested indicators	Code	Reasons for the choice of code, with evidence	Proposed action to remove or reduce negative impact
<ul style="list-style-type: none"> • Local community and voluntary groups have older people on their management committees or boards. • Older people sit on statutory boards, governing bodies, and parish, town, district and city councils. • Older people of different faiths, ethnic origins, genders, sexualities and abilities contribute to community life and activities. • Older people are actively involved in voluntary groups, including groups associated with children and young people. • Employers support older people in their community duties and activities. 			

Action: Strengthen older people's access to public transport, making it easy to reach services and leisure facilities

Suggested indicators	Code	Reasons for the choice of code, with evidence	Proposed action to remove or reduce negative impact
<ul style="list-style-type: none"> • Timetables reflect the opening times and service arrangements of leisure services used by older people. • Transport providers work in partnership with services such as hospitals to provide suitable levels of service. • Transport operators (including hackney and private hire vehicles) make sure their staff are trained to meet older people's needs. • Older people feel safe from crime, abuse and offensive behaviour when using public transport. • Timetables are easy to access and up to date. • A variety of flexible concessionary travel schemes is available. 			

Action: Tackle the poverty experienced by older people and maximise the take-up of welfare benefits

Suggested indicators	Code	Reasons for the choice of code, with evidence	Proposed action to remove or reduce negative impact
<ul style="list-style-type: none"> • Advice on welfare benefits is easy to access and available in convenient locations. • Welfare benefit advisers are available to provide support to older people at home and in local surgeries. • A variety of flexible concessionary travel schemes is available. • Full- and part-time employment opportunities are available for older people. • Energy-saving initiatives are targeted at older people. • Shopping discount schemes are available to older people. • Pre-packed food items are available in single or smaller units suitable for people living alone. • Out-of-town shopping is accessible to older people through courtesy bus services or travel concessions. • Online shopping services are available and reflect older people's needs. • 'Honest tradesmen' schemes are operating. • Financial services such as banking, credit and debit cards do not discriminate against older people. • Older people have access to credit unions. 			

Ambition: Promote older people's health, safety and independence and ensure that all older people and their carers are treated with respect, dignity and fairness

Action: Tackle the health inequalities experienced by some of Lancashire's older people

Suggested indicators	Code	Reasons for the choice of code, with evidence	Proposed action to remove or reduce negative impact
<ul style="list-style-type: none"> • Older people receive advice and have opportunities to develop healthy lifestyles (including physical activity and nutrition). • Supportive schemes are in place to help older people reduce smoking, manage drug, alcohol or substance misuse, and promote good sexual health. • Screening and treatments are available locally or by mobile clinics to avoid older people making journeys from isolated areas. • Screening services are available based on need, not age. • Workplaces are healthy and safe for older people. • Older people have easy access to primary health services, including GPs, pharmacies and specialist nurses or advisors. • Older people have access to a local NHS dentist. • Concessionary travel and discount arrangements are available to older people attending hospital out-patient clinics. • Allied health services such as chiropody, physiotherapy, occupational therapy, and visual and hearing impairment services are available to older people. • Older people have unrestricted access to specialist equipment, without unreasonable waiting times. • Secondary health services meet older people's needs, values and preferences. • Health professionals who do not share the same first language as their patients communicate clearly with older people. This applies equally to professionals from minority ethnic backgrounds. • Older people living in sheltered housing, residential care and nursing homes receive the same levels of health care as those who live independently. 			

<ul style="list-style-type: none"> • Health services are planned and provided based on access and public transport routes. • Employers encourage and support staff to attend health-screening and health promotion sessions. • Streets and pavements are hazard free for older people (for example, no pavement parking, unsafe excavations, uneven surfaces or pavement cyclists). • The street environment is improved by tackling air pollution, traffic noise and volume and the impact of industrial activity. • The local environment is 'age-friendly'. 			
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Action: Implement the National Service Framework (NSF) for Older People to improve quality of life

Suggested indicators	Code	Reasons for the choice of code, with evidence	Proposed action to remove or reduce negative impact
<ul style="list-style-type: none"> • Services set by NSF standards are in place and working properly. • Local authorities, primary care trusts and acute trusts have systems in place to monitor and report to relevant boards on the effectiveness of NSF standards. 			

Action: Provide high quality pre-admission and rehabilitation care to older people to help them live as independently as possible and speed up hospital discharge through the use of Home Improvement Agency services

Suggested indicators	Code	Reasons for the choice of code, with evidence	Proposed action to remove or reduce negative impact
<ul style="list-style-type: none"> • Services are available to provide a rapid and effective response to older people experiencing a crisis. • Local authorities and primary care trusts have agreed single-care pathways. • The Common Assessment Framework is fully functional. • Professional and organisational boundaries do not interfere with delivering seamless services. • Older people and their carers are involved in planning and deciding care arrangements. • Hospital discharge arrangements provide enough support and time for older people to make informed decisions about their care arrangements. • Discharge arrangements and care plans take into account how willing and able carers are to support an older person at home. • Older people have a single point of contact for advice after a crisis or leaving hospital. 			

Action: Empower vulnerable older people and help them live their lives a way they choose, with more flexible care and support in their own homes

Suggested indicators	Code	Reasons for the choice of code, with evidence	Proposed action to remove or reduce negative impact
<ul style="list-style-type: none"> • Direct payments and personalised budgets are routinely offered as part of care package options. • Older people and their carers are involved in planning and deciding care arrangements. • Self-referral and self-assessment schemes are in place and fully functional. • The percentage of older people who agree that they can live independently, free from crime, intimidation and offensive behaviour increases. • Arrangements are in place and operating effectively to protect vulnerable people from abuse. • Services are operating to combat rogue traders and unfair selling techniques. • Home and fire safety checks are available. • Licensing organisations make sure that businesses are competent in meeting older people’s needs. • Build on the success of cold calling zones. • Work with home improvement agencies to develop a register of honest traders. • Provide a rapid response to older people who are being harassed by dishonest builders and tradesmen. 			

Action: Use the latest technology to provide increased support at home, working with housing providers to promote and provide ‘lifetime homes’ adaptable to the needs of all householders and age groups

Suggested indicators	Code	Reasons for the choice of code, with evidence	Proposed action to remove or reduce negative impact
<ul style="list-style-type: none"> • Older people actively use the internet: <ul style="list-style-type: none"> - for shopping; - to access information; - for leisure; - for communicating with family and friends; and - for communicating with a range of organisations. • There are support systems and affordable opportunities to help older people acquire the ICT skills they needed to make the most of the internet. • The number of people receiving assessments for Telecare. • The number of older people benefiting from Telecare. • The number of older people with community alarm systems. • The number of older people receiving assessments for Telehealth equipment. • Older people and their carers have access to and support in using mobile computers to access electronic services provided by all local and central government organisations. • Older people are encouraged to use technology such as email and Messenger to communicate with public and voluntary sector organisations. • Housing providers provide communal access to the internet where appropriate. • Councils and councillors encourage older people to use digital technology by hosting online surgeries and conference sessions. • Councils and councillors encourage older people to take part in the democratic process by providing relevant services and forums online. • Other organisations encourage older people to use new technology where it will be of direct benefit to older people. • Statutory training and education providers adopt strategies to include older people in community learning programmes. 			

Strategic analysis framework

As part of the work to prepare our strategy, we analysed a wide range of existing strategies and plans to see how they address the challenges of an ageing population. This chart summarises that analysis and identifies gaps in the current documents.

Strategy	Level (region, county or district)	Focus	Specific references to issues affecting older people and an ageing society	Gaps	Our strategy objective
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Generic strategies and plans

Local Area Agreement (LAA)	County	Key priorities from Ambition Lancashire.	<p>LAA outcomes and sub-outcomes.</p> <p>1. Improving wellbeing for Lancashire's older people, better access to leisure, adult learning, employment and social opportunities for older people.</p> <p>Better access to services and more choice for older people. Lancashire's older people have a greater say in how local services are developed and delivered.</p> <p>Lancashire's older people being safe in their own homes. Less financial poverty amongst Lancashire's older People.</p>	Detailed actions to achieve outcomes.	<p>Older people will be physically, mentally and emotionally healthy.</p> <p>Older people will play an active part in decision-making.</p> <p>Older people will have an adequate income.</p>
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Strategy	Level (region, county or district)	Focus	Specific references to issues affecting older people and an ageing society	Gaps	Our strategy objective
Local strategic partnership community strategies			<p>Other outcomes, which do not specifically refer to older people, will benefit older people as members of the wider community.</p> <ol style="list-style-type: none"> 2. Reducing premature mortality rates and inequalities in mortality rates. 3. Improving employment rates in most deprived areas. 4. Reducing health inequalities across Lancashire by improving lifestyles. 5. Increasing the capacity of local communities so that people can take part in decision-making. Improve the capacity of the voluntary, community and faith sector. 6. Improving housing conditions in the most deprived areas. 7. Improving quality of life in the most disadvantaged neighbourhoods. 8. Providing equal access to outcomes and services. 9. Increasing awareness of cultural differences and understanding between communities. <p>These strategies, developed since 2003, are being updated. Early strategies generally do not focus specifically on the needs of older people. 2006 versions refer to the Lancashire Older People's Partnership Board, a key means of delivering our older people's strategy.</p>		<p>Older people will be physically, mentally and emotionally healthy. Older people will have the opportunity to work if they want.</p> <p>Older people will be able to contribute to community life.</p>

Strategy	Level (region, county or district)	Focus	Specific references to issues affecting older people and an ageing society	Gaps	Our strategy objective
Burnley Community Plan 2003	District	A common vision for the whole of the borough.	1. Making sure older people contribute their skills, knowledge and experience to the community, and that their contribution is properly recognised. 2. A one-stop strokes clinic and a plan for an integrated falls service.	Financial and material security. Older people feeling safe and supported. Other objectives relating to older people being healthy and well and making a positive contribution.	Older people will be able to contribute to community life. Older people will be physically, mentally and emotionally healthy.
Chorley Strategy Action Plan 2005-2008	District	To improve quality of life in Chorley.	To develop an older people's partnership strategy.	Once established, the partnership board can be the local driver for the older people's strategy.	Older people will play an active part in decision-making.
Fylde	District	A vision for the Fylde community.	Promoting the mental health of older people. Enough affordable homes to meet everyone's needs, including older people who are frail. Increase awareness of safety in the home and of fuel poverty, particularly amongst older people and people on low incomes.	Financial and material security. Older people making a positive contribution. Other objectives relating to older people being healthy and well and feeling supported.	Older people will be physically, mentally and emotionally healthy. Older people will have suitable and decent accommodation. Older people will feel safe at home and in the community.

Strategy	Level (region, county or district)	Focus	Specific references to issues affecting older people and an ageing society	Gaps	Our strategy objective
Hyndburn's Community Strategy	District	Making Hyndburn a better place to live work and visit.	Improving services for older people is a health and social care priority. To improve older people's quality of life and independence. The number of older people supported to live at home. Systems to care for and manage the care of older people with mental health problems.	Financial and material security. Older people making a positive contribution. Older people feeling safe and supported. Other objectives relating to older people being healthy and well.	Older people will be physically, mentally and emotionally healthy. Older people and their carers will receive suitable support.
Lancaster Community Strategy	District	A vision of the district for 2020.	Support older people, and improve their health and their power to live independently in their own homes. Working with older people through the older people's forum. Establishing partnerships to improve older people's services. Helping older people to remain independent by providing care in their own homes and community- based alternatives to residential and nursing care. Effective intermediate care and rehabilitation.	The older people's forum, with other partners from the local strategic partnership, can become the driver for delivering the older people's strategy in Lancaster.	Older people will play an active part in decision- making. Develop an older people's partnership board to serve each district. Older people and their carers will receive suitable support.

Strategy	Level (region, county or district)	Focus	Specific references to issues affecting older people and an ageing society	Gaps	Our strategy objective
Pendle's Community Plan 2003	District	A place with a future for everyone.	Promote independence among older people by delivering the national service framework (NSF) at a local level.	The plan focuses mainly on the priorities of older people being healthy and well, and some aspects of them feeling safe and supported. It does not deal with financial and material security or making a positive contribution.	Older people will be physically, mentally and emotionally healthy.
Preston Community Strategy 2003	District	To make Preston the third city of the north west.	The issue of older people cuts across all seven themes of the strategy.	No proposals refer specifically to older people, but the seven themes in the strategy are detailed.	
Ribble Valley Community Strategy 2004	District	A long-term vision for Ribble Valley.	Family learning and opportunities for older people. Researching the unmet needs of older people. Exploring the causes of older people having falls.	Research findings may shape a new strategy.	
Rossendale Community Strategy 2005	District	Rossendale Alive.		No proposals specifically dealing with older people's needs.	
South Ribble Community Strategy	District	Community partnership – community action.	Establish an older people's partnership board. Develop a strategy for an ageing population.	The older people's strategy in South Ribble will fit in with our county-wide strategy.	Older people will play an active part in decision-making.

Strategy	Level (region, county or district)	Focus	Specific references to issues affecting older people and an ageing society	Gaps	Our strategy objective
West Lancashire Community Strategy	District	A framework for future investment in Wyre.	Meet national targets for the care of older people. Reduce accidents involving older people.	Financial and material security. Older people making a positive contribution.	Older people will be physically, mentally and emotionally healthy.
Wyre Community Plan 2006	District		Establish an older people's partnership board. Adopt the outcomes of the Lancashire Local Area Agreement.	The new partnership board will be the vehicle for delivering the older people's strategy.	Older people will play an active part in decision- making.

Strategies based around specific themes

Financially and materially secure

North West Regional Economic Strategy	Region	Regional economic development.	Creating 150,000 new jobs.	No focus on older people in the workforce.	Increase access to and flexibility in employment for people aged 50 and over.
Lancashire County Council Economic Development Strategy	County	County economic development.	Refers to this Lancashire Strategy for an Ageing Population	No detail about increasing older people in the workforce – seen as being developed through this strategy and the work of Lancashire County Developments Limited.	Increase access to and flexibility in employment for people aged 50 and over. Flexibility between employment and volunteer work.

Strategy	Level (region, county or district)	Focus	Specific references to issues affecting older people and an ageing society	Gaps	Our strategy objective
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Accessing mainstream services

Local Transport Plan	County	Improving public transport and increasing accessibility.	<ul style="list-style-type: none"> • Tackling accessibility issues to provide social inclusion, economic regeneration, quality of life and health. • Refers to this strategy – accessibility issues embedded in the strategy development process. 	A detailed approach that addresses most of the issues. No proposals for involving older people in the long term.	Older people will have improved access to services.
Cycling strategy	County	Encouraging cycling.	<ul style="list-style-type: none"> • Promoting cycling as an alternative to walking. • Promoting cycling as a leisure activity – a good way for retired people to keep fit. 	Actions to encourage older people to cycle.	Older people will be physically, mentally and emotionally healthy. Older people will have improved access to services.

Strategy	Level (region, county or district)	Focus	Specific references to issues affecting older people and an ageing society	Gaps	Our strategy objective
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Making a positive contribution

<p>Lancashire County Council Equality and Diversity Strategy</p> <p>Healthy and well</p>	<p>County</p>	<p>Lancashire County Council will become a beacon for a fair and just society.</p>	<p>Leadership – to inspire others. Employment – as the biggest employer we can make a difference. Access to information and services – making sure people know what is available and making it easy to get help when they need it. Create and support partnerships – because we achieve more if we work together. Raise understanding and challenge stereotypes – to promote respect for all people. Support and manage performance – making equality and diversity part of our business.</p>		<p>Older people should have sufficient financial security to maintain their quality of life and wellbeing. Older people should have the opportunity to make a positive contribution. Older people will have access to good quality information, advocacy and advice. Establish effective leadership to deliver the strategy. Communicate the strategy widely and effectively.</p>
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Strategy	Level (region, county or district)	Focus	Specific references to issues affecting older people and an ageing society	Gaps	Our strategy objective
Cumbria and Lancashire Strategic Health Authority Strategic Delivery Framework	Sub-region	Delivering the NHS Improvement Plan in Cumbria and Lancashire.	Includes several references to older people's services. Also looks at issues such as managing long-term conditions that will mainly affect older people.	Limited focus on vulnerable older people. No mention of strategies to promote positive ageing amongst the whole population.	Older people will be physically, mentally and emotionally healthy.
Director of Public Health annual reports	Primary care trusts	Improving the health of local people.	Some specific references to older people – usually with a focus on vulnerable older people and public health issues such as falls and long-term conditions.	Limited proposals to tackle the issue of healthy, active ageing.	Older people will be physically, mentally and emotionally healthy.
Primary care trust (PCT) strategies and plans	PCTs	Delivering the National Service Framework (NSF) for Older People and addressing specific service issues.	PCTs produce a variety of reports relating to older people's services – for example, NSF implementation plans and strategies, and plans to develop specific services.	NSF plans need to be updated to deliver the recently published 'next steps' in implementing the NSF for Older People.	Older people will be physically, mentally and emotionally healthy.

Strategy	Level (region, county or district)	Focus	Specific references to issues affecting older people and an ageing society	Gaps	Our strategy objective
County Library Service Development Plan	County	Priorities for developing libraries over the period 2006 to 2009.	Developing and improving services for older people is identified as a specific priority.	Actions are limited but do include taking part in an older people's partnership and developing and maintaining a programme of activities which involve older people.	Older people will have access to community-based activities.
Adult Learning Service Three Year Development Plan: 2005- 2008	County	To enable all adults in Lancashire to return to and achieve success in learning, to improve their own quality of life and that of the communities they live and work in.	Older learners are identified as a target group. Key actions are to: <ul style="list-style-type: none"> • maintain a wide range of learning opportunities for older learners; • maintain the proportion of older learners aged 60 or over at one third; and • further develop services to help older learners continue in employment. 	There is continuing emphasis on vocational learning. Resources for wider learning opportunities are constantly reduced.	Older people will have access to a range of activities.
Lancashire Learning and Skills Council Annual Plan 2006-2007	County	To improve learning and skills in Lancashire.	No specific references to older people.	No recognition of how our ageing population will affect the workforce. No recognition of the need for older people to access a wide range of learning facilities.	Older people will have access to a range of activities.

Strategy	Level (region, county or district)	Focus	Specific references to issues affecting older people and an ageing society	Gaps	Our strategy objective
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Safe and supported

Ambition Lancashire	County	Older people's Lancashire.	Includes several specific action areas relating to social care for older people.	These areas are mainly limited to the targets adult services currently have to deliver.	Older people and their carers will receive suitable support.
Local Area Agreement	County	Key priorities from Ambition Lancashire.	Includes targets for halting the rate of hip fractures and reducing emergency admissions.	Areas covered are very limited.	Older people and their carers will receive suitable support.
Lancashire County Council Adult and Community Service Directorate's Service and Implementation Plan and Commissioning Strategy	County	Social care.	Major areas of development identified include: - developing a more integrated strategy to social care and health; and - developing a broader approach to prevention, commissioning and extending solutions beyond health and social care.	How to link this broader approach to tightening eligibility requirements for funding. Linking up funding and commissioning. No integrated approach to service choices.	Older people and their carers will receive suitable support. Older people will have access to good quality information, advocacy and advice.
Partnership for Older People Projects bid to the Department of Health	Sub-county	Building prevention approach.	Focuses around three areas of development to go beyond traditional service models and promote an active	How to link to wider funding partnerships and mainstream services.	Older people and their carers will receive

			lifestyle through: Σ medicine management; Σ community-based services; and Σ outreach services.		suitable support. Older people will have access to good quality information, advocacy and advice.
Lancashire County Council Carers' Strategy	County	Carers	Developing support for carers, including older carers and carers of older people.	Linking to a wider community support approach.	Older people and their carers will receive suitable support. Older people will have access to good quality information, advocacy and advice.
Lancashire County Council Prevention Strategy – interim report	County and districts	Promoting a prevention approach for adults and older people with lower-level needs.	Working with districts and other local partners to develop a more joined-up prevention approach.	If funding is secured, this needs to link to learning from the Partnership for Older People Projects initiative at an early stage.	Older people and their carers will receive suitable support. Older people will have access to good quality information, advocacy and advice.
Community safety strategies	District	Tackling crime and disorder, and building safer communities.	Older people are usually identified as a group who are particularly vulnerable to fear of crime - although some strategies contain no references at all.	Failure to see older people as anything other than victims or potential victims. Need to involve older people as active citizens in tackling community safety issues – for example, through work involving older and young people.	Older people will feel safe at home and in the community.

Strategy	Level (region, county or district)	Focus	Specific references to issues affecting older people and an ageing society	Gaps	Our strategy objective
Lancashire Fire and Rescue Service Integrated Risk Management Strategy	County	Reducing the number of fire-related deaths and injuries amongst older people as part of an agreed partnership approach.	Older people are the whole focus of the document. Specific actions are centred around: <ul style="list-style-type: none"> • prevention; • protection; and • response. 	A complete approach to tackling this specific area of risk.	Older people will feel safe at home and in the community.
No Secrets in Lancashire	County	To protect vulnerable adults from abuse and exploitation.	Older people are identified as a specific group at risk.	Links to other strategies dealing with abuse and exploitation such as domestic violence and racial harassment.	Older people will feel safe at home and in the community. Older people will be free from discrimination. Older people will be physically, mentally and emotionally healthy.
North West Regional Housing Strategy	Regional	Housing priorities for the north west.	No detailed focus on older people.	No recognition of older people as a key population group in the housing market.	Older people will have decent, suitable accommodation.
Supporting People Strategy	County	Support for vulnerable older people.	Sets out priorities for housing support for older people.	Lack of specific targets.	Older people will have decent, suitable accommodation. Older people and their carers will receive suitable support.

Lancashire County Council Extra Care Strategy	County	Extra-care housing.	Overview document to support district strategies. Sets out objectives for increasing the volume of extra-care housing, including older people from black and minority ethnic communities.	Does not relate extra-care services to wider housing strategy issues for older people.	Older people will have suitable and decent accommodation.
District council extra-care strategies	Districts	Extra-care housing.	Local strategies developed by partnerships to set targets	Does not relate extra-care services to the wider housing and planning agenda for older people.	Older people will have suitable and decent accommodation.
District council housing strategies older people's housing strategies	District	Housing and older people's housing.	All districts have housing strategies, with a very varying focus on older people. A few districts have specific older people's housing strategies.	Detailed focus on the older people's housing agenda in most districts.	Older people will have suitable and decent accommodation.
District council local development frameworks	District	District-level planning.	Includes affordable housing policies and policies for care homes, with a limited focus on older people.	Detailed focus on older people as a population group in the housing market.	Older people will have suitable and decent accommodation.

Consultation responses

Chapter 2 Growing older in Lancashire

General comments and additions	Organisation or name	Response or change to strategy
Key changes in society over the next ten years and into 2025		
Impossible to predict changes.	Newburgh Parish Council	
Include changes in retirement age.	Catterall Parish Council	
Older people are fitter and more active now than even 10 years ago.	Catterall parish Council	
Family care may be less.	Fylde Coast Health Lancashire Care Trust, Older Adults' Mental Health Services	Noted for revised strategy.
There may be elderly technophobes.	Fylde Coast Health Lancashire Care Trust, Older Adults' Mental Health Services	Noted for revised strategy.
Impact of technological change needs to be addressed.	Pendle Local Strategic Partnership	Noted.
There is a general assumption that the population will be healthier and more active – statistics do not support this, particularly in the east.	Pendle Local Strategic Partnership	Noted.
More reference to the prevalence of illness with age (for example, dementia) and a clear pathway to care.	Fylde Coast Health Lancashire Care Trust, Older Adults' Mental Health Services	Noted for revised strategy.
Variations needed to account for local areas.	5050 Vision	Noted for revised strategy.
Includes all changes to society over the next ten years.	Lancashire Fire and Rescue Service	
I feel the strategy needs to break down the key challenges into those over the next 5, 10, 15 and 20 years because there is a big difference between what is going to happen over the next 5 to 10 years and so on.	Blair McPherson	

Older people remaining in employment for longer may have an effect on childcare for the future as some people, especially in lower paid households, rely on grandparents for childcare.	Lancashire County Council Policy Unit	Noted.
The strategy needs to be able to react to changes in society. It needs to be flexible and adaptable.	Pendle Seniors Group	Noted.
Indicates possible changes and trends. Does not fully outline them. Would see the data as trends only.	Chorley Older People's Forum	Noted. Research does not support this view, but it could be reflected in district profiles.
Key changes in society could be implemented by 2016 building on further possible improvements.	Strandsdale and Marshaw Residents' Group	Noted – as previous box.
Impact on building developments. Immigration may have an impact on changes and trends.	Chorley Older People's Forum	Noted – as previous box.
Covers the main points. Should reflect the concentration of the minority populations in Preston and other towns and the lack of ethnic communities in Fylde and Wyre. The impact of this should be described. Statements to indicate that ethnic minority communities may not continue to support older people. No reference to women with disabled children and their isolation. Trends towards people retiring with a large, unclear mortgage.	Individual response	Noted. Possibly commented on in district profiles.
Recognition that the population will be top-heavy. Demographics will change again. The strategy needs to respond to this.	Individual response	Noted – as in previous box
Clear statement of response from cultural and leisure services. Up to 2025 the impact of global warming should be	Individual response	Firm up the health and wellbeing section and possibly include in cultural and leisure sections.

recognised – assisting older people in extreme weather conditions		
Impact on ageing in rural areas over the timeframe of the strategy should be developed with specific reference to transitional and low-level needs. Isolation will potentially be a real problem with older people retiring into the countryside.	South Ribble Older People's Forum	Rural partnership – possibly include as a question in the strategy.
Authors have this about right, but it should include the role of older carers (50 plus).	Carers UK, Preston	Noted.
Changes in society over the next 10 years are comprehensively reflected. It should include national and international trends – older people are retiring outside Lancashire and there is a UK trend for young people to migrate to southern England.	Unison retired members, Lancashire branch	Noted. Use as part of the statistical backdrop.
Reflects the trends in the context of potential major disasters which may change focus. Nothing else to include. Report comprehensive.	Fairhaven Methodist Seniors' Youth Club	Noted.
Thorough analysis of age and ethnicity, but there is no review based on gender. Implications of the growing section of service requirements for older men	Age Concern, Preston and South Ribble	Noted. Not entirely sure this is a valid analysis of the document. There is a need to identify demographic trends in the gay and lesbian community.
Yes, as far as the trends are known.	Wyre Borough Council	Noted.

Suggested deletions	Organisation or name	Response or change to strategy
Reduce in size, especially delete 'trends in society', 'continued technological and 'impact of global changes' – doesn't make sense. Take out 2.3.	Wray with Botton Parish Council	Noted and addressed in revised draft.

Possible omissions	Organisation or name	Response or change to Imagine Lancashire
Needs to prioritise which trends should be tackled.	Pendle Local Strategic Partnership	Noted

Suggested changes to wording and other minor changes	Organisation or name	Response or change to Ambition Lancashire

Chapter 3 National and local policy context

General comments and additions	Organisation or name	Response or change to the strategy
Length Relevance		

9. Chapter 5 Outcomes

9a. General

General comments and additions	Organisation or name	Response or change to the strategy
Usefulness of issues and priorities?		
Economic strategies are required to keep the younger generation in the area.	Gujarat Centre	
Usefulness of the layout?		
Appropriate outcomes?		
All outcomes are appropriate.	Lancashire Fire and Rescue Service	
Suitability of aims and actions		
All actions and aims are suitable.	Lancashire Fire and Rescue Service	

Suggested deletions	Organisation or name	Response or change to the strategy
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Possible omissions	Organisation or name	Response or change to the strategy
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Suggested changes to wording and other minor changes	Organisation or name	Response or change to the strategy
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Throughout the document the language needs to be more partner-friendly.	North West Lancashire Older People's Services	Needs to be dealt with in the revised strategy.
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9b. Outcome1 Financially and materially secure

General comments and additions	Organisation or name	Response or change to the strategy
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Choice is with the individual – no one size fits all.	Newburgh Parish Council	Noted.
Suitable outcome.	Catterall Parish Council Fylde Coast Health Lancashire Care Trust, Older Adults' Mental Health Services	
Good to see emphasis on this outcome and the links between health and work. Include reference to retaining older people in the workforce and to mid-life pension advice made broader, encouraging different approaches to work.	5050 Vision	
Retirement should be a choice at 65 or over. Health can be a problem when working and getting a job.	Scaithcliffe Community Centre, Accrington	

Help people use the finances that they have to maintain their lifestyle.	Gujarat Centre	
Suitable measure.	Pendle Local Strategic Partnership	
We are not clear as to what is meant by 'material' security as distinct from financial security.	North West Lancashire Older People's Services	Needs to be clarified.
This measure could be reworded to read 'Older people will have the financial security to maintain their quality of life and wellbeing in older age'.		
This outcome is appropriate as it has a determining effect on the other outcomes, such as accessing services and health.	Lancashire Welfare Rights Service	
Need to define financial security. This will be difficult as it can differ from one individual to another.	Lancashire County Council Policy Unit	To be addressed in revised strategy.
Measures		
Number of people still working after age 65.	Catterall Parish Council	
Split the number of older people in employment into pre- and post-retirement ages.	Pendle Local Strategic Partnership	Noted.
Information and access to benefits.	Fylde Coast Health Lancashire Care Trust, Older Adults' Mental Health Services	
Number of people unemployed.	5050 Vision	
The number of older people accessing transport through a Nowcard is not appropriate if there aren't any services to access with it.	Pendle Local Strategic Partnership	Noted.
Need to measure take-up of services.	Pendle Local Strategic Partnership	Noted.
Need measures that can be supported with data rather than perception.	Pendle Local Strategic Partnership	Noted.

9b. Aim 1a Older people have an adequate income

General comments and additions	Organisation or name	Response or change to the strategy
Measures		
Financial security in later life is a key issue for many older people.	Wyre Borough Council	Noted. No measurement system suggested or commented on.
Outcome 1 is the most significant in empowering older people. A change in terminology from 'adequate income' should recommend parity with people in employment.	Age Concern, Preston and South Ribble	Noted.
Important for older people.	Chorley Older People's Forum	Noted.
Very important outcome for older people.	Strandsdale Residents' Group	Noted.
Aim1 is simplistic and beyond the power of a local authority.	Retired Unison member	Noted.
Aim1 – local authorities could respond and set an example.	Retired Unison member	Noted.
Needs to be kept high on the agenda.	Chorley Older People's Forum	Noted.
Happy with aim 1a, assuming age discrimination will deal with aim1b.	Wyre Borough Council	Noted. Should link with the policy unit submission.
This is a vital part the strategy.	Carers UK, Preston	Noted.
Aim1a – fundamental good old age employment is more than finance. It's about making a statement.	Carers UK, Preston	The employment statement may make a good quote box.
Targets are right for the outcome is easy to set, but need to be driven deep into our culture – for example, employers, civil servants and politicians will need to implement them.	Carers UK, Preston	Perhaps some statement in the introduction that Gill has drawn up to make a strong statement about commitment from politicians.
Issues and priorities		
Greater use of the Hub information should be provided high-profile in local libraries.	Chorley Older People's Forum	Include in information section. There is no reference to the Hub in the document.

Appropriate objectives?		
Suitable actions and measures?		
Could measure declining numbers of older people claiming poverty-related benefits.	Age Concern, Preston and South Ribble	Noted. Could be included in the delivery and monitoring section.
Older people to be assisted through education on provision for their older age. Older people assisted through incentives to help them work longer.	Pendle Seniors Group and Older People's Forum	Reflected in lifelong learning and volunteering/employment. Noted.
All people over 50 should have the opportunity to work. This includes volunteers, who should be valued are not penalised financially by losing their benefits.	Chorley Older People's Forum	Could be included in the employment and volunteer section.
A single engagement approach across Lancashire is good. Listening and good communications are vital and older people's input resourced.	Chorley Older People's Forum	Engagement and possibly delivery system.
Create a Connexion service for older people.	Individual response	Include in the employment section. Possibly a good idea?

Suggested deletions	Organisation or name	Response or change to the strategy
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No. All aims are very suitable. Finance and unemployment are important.	Strandsdale Residents' Group	Use in employment section.
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Possible omissions	Organisation or name	Response or change to the strategy
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Need a definition of what is meant by 'adequate' income.	North West Lancashire Older People's Services	To be addressed.
As above, also what makes up 'income'.	Lancashire County Council Policy Unit	

Could use social enterprise for older people around low-level needs response.	Age Concern, Preston and South Ribble	
This excellent strategy needs to be resourced	University of the Third Age, Ormskirk	

Aim 1b Older people have the opportunity to work

General comments and additions	Organisation or name	Response or change to the strategy
Issues and priorities		
Needs to be set in the context that only 29% of older people want to work. There is a danger of creating a situation where work is the only way of achieving adequate income.	North West Lancashire Older People's Services	Suggested rewording to read 'older people who want to work have the opportunity to work'.
There may be a problem in defining what constitutes an 'opportunity' to work. Also, the number in employment may indicate choice rather than barriers to work.	Lancashire County Council Policy Unit	Need to reword.
See above.	Wyre Borough Council	Noted. See previous section.
See above.	Pendle Seniors Forum	Noted. See previous section.
Appropriate objectives?		
Suitable actions?		
Connexion service for older people. See above	Individual response	Include in employment section.

Suggested deletions	Organisation or name	Response or change to the strategy
Targets around lobbying central government are grass roots actions and not really suitable for a strategy like this.	North West Lancashire Older People's Services	Need to look at suitability of targets in the revised strategy.

The target to develop the Link Age approach is not suitable as it would be premature to expand Link Age before the learning is shared.	North West Lancashire Older People's Services	Delete this measure.
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Possible omissions	Organisation or name	Response or change to the strategy
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Outcome 2 Older people will be accessing mainstream services

General comments and additions	Organisation or name	Response or change to the strategy
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Difficult to access services in rural areas.	Newburgh Parish Council	Addressed in the district profiles.
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Emphasis around transport.	Newburgh Parish Council	Addressed in revised strategy.
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Bus service good, but not needed by this group as older people are transported by family members.	Scaithcliffe Community Centre	Noted.
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Suitable outcomes.	Catterall Parish Council Fylde Coast Health Lancashire Care Trust, Older Adults' Mental Health Services	Noted.
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Measures

Number of people who complain about lack of access.		Impossible to measure.
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Targets need to be aligned for all agencies.	Fylde Coast Health Lancashire Care Trust, Older Adults' Mental Health Services	
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Aim 1b Older people have the opportunity to work

General comments and additions	Organisation or name	Response or change to the strategy
Access information. Integrated transport system. Involving older people in planning helps access.	Pendle Seniors Group and Older People's Forum	Noted. Find links in all themes.
Most appropriate information is power.	Ribby with Wrea Parish Council	Noted for section?
Issues and priorities		
One-stop shops are a good idea but are not accessible to everyone. Similarly with IT, not all older people are online. There needs to be a variety of responses to providing information.	Individual response	Consider for review in the section.
Transport is a key issue for all older people in accessing services. Rural areas are particularly vulnerable.	Individual response	Needs to be considered in transport and rural – possibly to question.
Appropriate objectives?		
Some of the targets are visionary but not measurable as targets – for example, Lancashire County Council, district councils and NHS to provide central and consistent information in 5 to 10 years time. How would you measure this?	North West Lancashire Older People's Services	Need to firm up the wording of these targets.
Yes.	Pendle Seniors Group	Noted.
Information provided locally.	Ribby with Wrea Parish Council	Noted for section?
Outcomes are appropriate and reasonable.	Unison retired member	Noted.
Carers need access to recreation opportunities and lifelong learning.	Lonsdale District Carers	Noted. Include reference to carers in relevant sections.
A sensible way forward to make sure older people are integrated members of society and treated	Carers UK, Preston	Make sure we can express the balance between 15% and the rest.

as such. There is too much tendency towards the 15% who are the dependent group.		
Suitable actions and measures?		

Suggested deletions	Organisation or name	Response or change to the strategy

Possible omissions	Organisation or name	Response or change to the strategy
The term 'brokerage' needs to be explained.	North West Lancashire Older People's Services	To be addressed in revised strategy.
No clear link between the section on contribution and the safety of people do not feel safe. They will not access services.	Individual response	Cross-reference these two sections.
Outcome appropriate. This outcome influences the rest of the strategy. It should include education for younger groups – sow the seeds before people reach 50.	Carers UK, Preston	Cross-reference the balance.
Outcome suitable. This is one of the basics of good physical or mental health and a long, healthy life.	Carers UK, Preston	Cross-reference with wellbeing.

Aim 2b Older people have access to services

General comments and additions	Organisation or name	Response or change to the strategy
Issues and priorities Use community facilities for a range of services, including	Wrightington Parish Council	Included in revised strategy.

libraries and computers, day centres and health checks.		
See above.	Pendle Seniors Forum	Noted. See above.
Appropriate objectives?		
Yes.	As above	
Suitable actions and measures?		
Yes.	As above	
Targets and indicators appropriate.	Ribby with Wrea Parish Council	Noted.

Suggested deletions	Organisation or name	Response or change to the strategy

Possible omissions	Organisation or name	Response or change to the strategy
2a and 2b both need to be about older people accessing services that help them maintain or regain a good quality of life.	North West Lancashire Older People's Services	Change the wording to reflect this.
Add as a measurement the number of journeys using Nowcards in combination with surveys on accessibility and effectiveness.	Unison retired member	Include in this section.
Numbers of identified carers may be receiving support. Efforts need to be made to describe how 'hidden carers' can be helped and supported.	Lonsdale District Carers	Cross-reference in most sections.

Outcome 3 Older people will be making a positive contribution

General comments and additions	Organisation or name	Response or change to the strategy
Make sure the voice of the socially excluded is heard.	Newburgh Parish Council	Included in revised draft.
Use local groups to consult.	Newburgh Parish Council	Noted.
Suitable outcomes.	Catterall Parish Council Fylde Coast Health Lancashire Care Trust, Older Adults' Mental Health Services	Noted.
Hard to make a contribution because the language barrier is so great.	Gujarat Centre	
Measures		
The success of inter-generational projects is doubtful.	Catterall Parish Council	Noted.

Aim 3a To ensure that older people are engaged in decision making

General comments and additions	Organisation or name	Response or change to the strategy
Issues and priorities		
Members shows some scepticism. Can only make a true contribution if fully informed and properly consulted.	Pendle Seniors Forum	Include in engagement section.
Vital to maintain quality of life.	Strandsdale Residents' Group	Noted.
Older people are the ones with the vote. This makes a contribution to society.	Individual response	Noted.
Appropriate objectives ?		
Yes, very appropriate.	As above	Noted.

Suitable actions?		
Yes, if outcomes can be measured.	As above	Delivery section.

Suggested deletions	Organisation or name	Response or change to the strategy
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Possible omissions	Organisation or name	Response or change to the strategy
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Figure 9 (page 100) needs to clarify that communication is a two way process.	North West Lancashire Older People's Services	To be addressed.
Treatment of older people in hospital.	Pendle Seniors Forum	Cross-reference health and wellbeing.
Outcome that links older people with younger people. But making sure older people plan services rather than the young.	Ribby with Wrea Parish Council	Include in engagement model and intergenerational theme.
Measure the percentage of older people wanting to be active members of their community.	Unison retired member	Possibly include in engagement section.
Not convinced pouring money into older people's forums works. Only get the same active people. Partnership boards are valueless – unless they have power it is just 'lip service'.	Individual response	Consider under engagement and involvement, perhaps reassuring those who may be willing to get involved.

Aim 1b Older people have the opportunity to work

General comments and additions	Organisation or name	Response or change to the strategy
Issues and priorities		
Appropriate objectives?		
Suitable actions?		

Suggested deletions	Organisation or name	Response or change to the strategy

Possible omissions	Organisation or name	Response or change to the strategy
Needs to consider that some of the aims will incur costs and to be mindful that where those costs are to be borne by the voluntary, community and faith sector, there may not be the capacity to do so.	North West Lancashire Older People's Services	Noted.

Aim 3c Older people are building links with younger people

General comments and additions	Organisation or name	Response or change to the strategy
Involving older people and younger people on projects together. Young people to be made more aware of older people's situation in terms of disadvantage. Time to reach.	Pendle Seniors Forum	Noted. Covered in work involving young and older people but should be checked.

Appropriate objectives?		
Appropriate objectives, good pro active outcomes.	Ribby with Wrea Parish Council	Noted. To be included in health and wellbeing section.
Suitable actions?		

Suggested deletions	Organisation or name	Response or change to the strategy
We query the need for a joint parliament of younger and older people. Young people cannot vote so need a Youth Council. Older people can vote and their county councillors are already accountable to them.	North West Lancashire Older People's Services.	Remove this.

Possible omissions	Organisation or name	Response or change to the strategy

Aim 1b Older people have the opportunity to work

General comments and additions	Organisation or name	Response or change to the strategy
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Issues and priorities		
See aim 3c.	Pendle Seniors Forum	
Appropriate objectives?		
The percentage of older people from under represented black and minority ethnic communities employed by commissioners and service providers. We need to lead by example.	Lancashire County Council Policy Unit	Noted.
Suitable actions and measures?		

Suggested deletions	Organisation or name	Response or change to the strategy

Possible omissions	Organisation or name	Response or change to the strategy
The targets around discrimination only really begin to tackle age and race. There are many others who are excluded or discriminated against.	North West Lancashire Older People's Services	Need to consider all the equality strands in the revised strategy.
Free from discrimination is too narrowly drawn. It only looks at black and minority ethnic communities should reflect the wider community more clearly.	Unison retired member	This is a valid point. We need to find a way of addressing this.

Outcome 4 Older people will be healthy and well

General comments and additions	Organisation or name	Response or change to the strategy
Good that wellbeing is emphasised, not just a response to illness.	Newburgh Parish Council	Noted.
Suitable, but no account taken of the fact that older people are more active and healthy than 10 years ago.	Catterall Parish Council	Noted.
Makes links between health, poverty, unemployment and social exclusion, and makes sure health is seen in its wider context.	North West Regional Mid Life and Older People Health Task Group	Noted.
Very suitable.	Fylde Coast Health Lancashire Care Trust, Older Adults' Mental Health Services	
Problems accessing the GP because of difficulties with the appointment system. Government targets seen to be	Scaithcliffe Community Centre, Accrington	

causing problems. Cultural and communication problems and difficulties accessing consultants.		
Difficulties with the GP surgery. Same day appointments have all gone. Transport required from home to surgery. Would like to see more flexibility for appointments, more doctors on call, a shuttle bus for doctor's surgery, a guide of all services that a GP can provide, and waiting time for tests reduced.	Gujarat Centre	
More interpreters needed when attending hospital appointments.	Gujarat Centre	
Suggest rewording to 'older people will be able to maintain healthy active lives'.	North West Lancashire Older People's Services	
Appropriate objectives?		
Targets are fine.	Catterall Parish Council	Noted.

Aim 4a Older people will be physically, mentally and emotionally healthy

General comments and additions	Organisation or name	Response or change to the strategy
Context		
This outcome is very important. Make sure older people in care are properly looked after. Support the rest who are in good health to lead an active stimulating lifestyle. Help people approaching older age not to be afraid.	Pendle Seniors Forum	Noted. Include in health and wellbeing section.
Aims and outcomes are OK. Next-generation inactivity and obesity are a risk and will be a key issue.	Unison retired member	Noted.
Transport and ethnic minority issues need positive and sensitive handling.	Individual response	Include in health and wellbeing, transport and black and minority ethnic communities.

Money tends to be saved on older people – for example, there is no occupational therapy or physiotherapy.		
Issues and priorities		
Appropriate objectives?		
Aim 4a suitable. All of aims good.	As above	
Actively promote older people's mental health. Older people with depression should receive appropriate treatment.	Unison retired member	Include in health and wellbeing section.
Over concentration on depression and dementia in mental health. These are not the only problems older people may experience. This should be acknowledged in the context of the outcome being appropriate.	Medical doctor	Review the section for appropriateness in mental health. Perhaps take advice from Chris Watson?
Suitable actions?		
Attention needed to fund proper services before care in the community will work. Outcomes say more about self-help schemes. Page 122 – good idea for older people to have input in training doctors and nurses. Page 129 – include low-level needs and involve forums.	Pendle Seniors Forum	Review aims and objectives across the document with specific reference to the sections.
Should the target not be to increase the number of people saying they are healthy or have a good quality of life by a minimum of X%?	Unison retired member	Include under wellbeing. This is a valid point. Do we need to improve measurement systems?

Suggested deletions	Organisation or name	Response or change to the strategy

Possible omissions	Organisation or name	Response or change to the strategy
Analysis of why older people do not go out at night. Address the concept of perceived threat.	Chorley Older People's Forum	Include in wellbeing section and cross reference with access.
Objectives around mental health promotion and protocols do not include involving older people. Mental health service would be concerned if these objectives were fully met without support from the service.	Medical doctor	Review to include views.
Measurement? Should we be offering ways for older people to manage their mental health problems?	Medical doctor	Review to include views.

Aim 4b Older people will have good social networks

General comments and additions	Organisation or name	Response or change to the strategy
Issues and priorities		
Integrated transport system	Pendle Seniors Forum	Noted across document.
Appropriate objectives?		
Suitable actions?		
See above	Pendle Seniors Forum	Noted across document.

Suggested deletions	Organisation or name	Response or change to the strategy

Possible omissions	Organisation or name	Response or change to the strategy
There is a lack of clarity around what is meant by cultural activities. Does this refer to ethnicity or museum type services?	Heather Fox	To be addressed.

Aim 4a Older people will be physically, mentally and emotionally healthy

General comments and additions	Organisation or name	Response or change to the strategy
Issues and Priorities		
Not suitable for rural areas.	Catterall Parish Council	Include rural aspects in district profiles.
More leisure facilities.	Scaithcliffe Community Centre	
Appropriate objectives?		
Suitable actions?		

Suggested deletions	Organisation or name	Response or change to the strategy

Possible omissions	Organisation or name	Response or change to the strategy

Outcome 5 Older people will feel safe and supported

General comments and additions	Organisation or name	Response or change to the strategy
By far the best section.	Newburgh Parish Council	Noted.
Very appropriate.	Catterall Parish Council Fylde Coast Health Lancashire Care Trust, Older Adults' Mental Health Services	Noted.
Older people feel vulnerable when people come into their area selling drugs.	Scaithcliffe Community Centre	Noted for revised draft.
Town centres will become safer as older people use them.	Gujarat Centre	
All door to door salesmen to be council accredited.	Gujarat Centre	
The national political situation makes things worse and local disturbances in Avenham areas have made things even worse.	Gujarat Centre	
Prefer to keep this as 'older people will feel safe' and link the support part to the outcome on healthy lives.	North West Lancashire Older People's Services	To consider in revised strategy. Measures
Measures		
Number of homes with loft insulation.	Catterall Parish Council	Hard to measure.
More measurable outcomes required.	5050Vision	
Decent homes in social housing sector need to be included.	Pendle Local Strategic Partnership	Noted.

General comments and additions	Organisation or name	Response or change to the strategy
Issues and priorities		
Older people to have more say in forums.	Pendle Seniors Forum	Noted for involvement section.

Appropriate outcomes?		
Essential for older people.	Stransdale Residents' Group	Noted.
Excellent. All objectives and actions are good and positive.	Stransdale Residents' Group	Noted.
Meets a need felt by many older people.	Ribby with Wrea Parish Council	Could be used as a good practice statement at the beginning of the section.
Safe is how people feel not statistical returns. After dark is a curfew for older people in this county who do not have cars.	Individual response	Possibly revise the draft and insert text about interpretation of returns.
Suitable aims?		
Very suitable aim. Treats older people like grown ups.	As above	Noted. Could be used in the text.
All aims excellent.		
Appropriate outcome and suitable aims.	Unison retired member	Noted.
Page 175 should include 'Agree a timetable for reviewing page 174 work with the strategy team.'	Chorley Older People's Forum	Noted.
Targets and indicators?		
Targets and indicators are good. Need to get younger older people onto boards and forums.	Pendle Seniors Forum	Include in intergenerational and involvement sections.
Perhaps use the percentage of older people looked after at home as a measurement.	Unison retired member	Review measurement systems.

Suggested deletions	Organisation or name	Response or change to the strategy
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Possible omissions	Organisation or name	Response or change to the strategy
The problem with health and social care working together is that it needs one budget. Good neighbour schemes may be a problem in communities with a mixed agenda or black and minority ethnic groups.	Individual response	Noted.

Suggested changes to wording and other minor changes	Organisation or name	Response or change to the strategy

Aim 5a Older people and carers will receive appropriate support

General comments and additions	Organisation or name	Response or change to the strategy
Issues and priorities		
Older people looked after by families and communities – This is changing as the culture of younger people changes. Sometimes residential homes not used for cultural reasons.	Scaithcliffe Community Centre, Accrington	
Support services to meet the needs of the black and minority ethnic community.	Gujarat Centre	
Appropriate objectives?		
Suitable actions and measures?		

Suggested deletions	Organisation or name	Response or change to the strategy

Possible omissions	Organisation or name	Response or change to the strategy

Aim 5b Older people will feel safe at home and in the community

General comments and additions	Organisation or name	Response or change to the strategy
Issues and priorities		
Appropriate objectives?		
Suitable actions?		

Suggested deletions	Organisation or name	Response or change to the strategy

Possible omissions	Organisation or name	Response or change to the strategy

Aim 5c Older people will have decent appropriate accommodation

General comments and additions	Organisation or name	Response or change to the strategy
Issues and priorities		
More flexibility required in the housing stock.	Gujarat Centre	
Means testing for people in private housing to enable them to adapt their homes	Gujarat Centre	

Appropriate objectives?		
Suitable actions and measures?		

Suggested deletions	Organisation or name	Response or change to the strategy

Possible omissions	Organisation or name	Response or change to the strategy
Does the number of people being looked after in the home relate closely enough to whether they and their carers are receiving suitable support?	Lancashire County Council Policy Unit	Need to tighten the measure.

Chapter 5 Delivering the strategy

General comments and additions	Organisation or name	Response or change to the strategy
Appropriate objectives?		
It would be helpful if the existing outcomes could be given more focus and re-worked to make sure that they are meaningful, realistic, measurable and prioritised.	North West Lancashire Older People's Services	To address in revised strategy.
Yes.	Pendle Seniors Forum	Noted.
Yes.	Strandsdale Residents' Group	Noted.
Yes.	Ribby with Wrea Parish Council	Noted.
Correct measures?		
Yes, difficult to achieve.	Newburgh Parish Council	
More measurable outcomes required.	5050Vision	

Difficult to achieve.	North West Lancashire Older People's Services	Need to be tightened up.
Yes.	Stransdale Residents' Group	Noted.
Yes.	Unison retired member	Noted.
Yes.	Individual response	Noted.
Too many feel good factors that cannot be measured. The vision for 2025 is too optimistic.	Individual response	Tighten long-term targets and better express the vision for the longer term.
Barriers		
Ageism and reluctance to accept change.	Newburgh Parish Council	
Government policy and mergers of organisations, including unitary authorities.	Catterall Parish Council	
Integration of another partnership into existing structures.	Pendle Local Strategic Partnership	
Pooling of resources.	Pendle Local Strategic Partnership	
Governance and accountability.	Pendle Local Strategic Partnership	
No, not achievable.	Blair McPherson	
The ability of a local government organisation to deliver clear, joined up services.	Lancashire Museums Service	
A failure to get agreement across partners.	North West Lancashire Older People's Services	
Partners signing up to their measures but not the broader agenda.	North West Lancashire Older People's Services	
Enough partner involvement.	Lancashire County Council Policy Unit	
Obtaining truly representative views of older people and communicating with district partnership boards.	North Meols Parish Council	
Funding.	Pendle Seniors Forum	Noted.

Funding.	Stransdale Residents' Group	Noted. Given the number of comments on funding, it should be addressed in the text.
No.	Ribby with Wrea Parish Council	Noted.
Over reliance on older people's voluntary efforts to maintain the involvement system. The system becomes a talking shop.	Unison retired member	Review the text for the engagement model.

Suggested deletions	Organisation or name	Response or change to the strategy
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Possible omissions	Organisation or name	Response or change to the strategy
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Needs to link with other strategies. Taken in isolation, there is a risk that people will reach 50 plus without the tools they need.	Carers UK, Preston	Maybe through district profiles we can highlight the links between the strategies.
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Being part of the future development of the strategy

How would you contribute?	Organisation or name	Response or change to the strategy
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Communication with the population and ability to collect feedback.	Newburgh Parish Council	
Consultation with local residents.	Catterall Parish Council	
Specialist knowledge of mental health issues in older adults.	Fylde Coast Health Lancashire Care Trust, Older Adults' Mental Health Services	
Supporting older lesbian, gay, bisexual and transgender people by involving them in group activities and identifying further needs.	Lesbian, Gay, Bisexual and Transgender, Preston	

The Pendle partnership will make sure older people's issues are addressed and develop value added actions.	Pendle Local Strategic Partnership	
The Adult and Community Services Directorate is a key service provider.	Blair McPherson	
Pilot projects involving both young and older people.	Lancashire Museums Service	
Members of older people's forum through the engagement structure.	Pendle Seniors Forum University of the Third Age,	Noted.
Our organisation will be happy to be part of the development and strategy.	Ormskirk and Ribble Valley	Noted.
We will include the strategy in future planning and application of the village plan.	Ribby with Wrea Parish Council	Could possibly be used to evaluate the strategy in future.
I will help in any way I can.	Unison retired member	Create a list of those willing to help.
I will help in any way I can. Just ask and I will be there.	Chorley Older People's Forum	Add to the list (see above).

What support would you require?	Organisation or name	Response or change to the strategy
Support from the partnership board.	Newburgh Parish Council	
5050 Vision are to contribute towards achieving employment practices.	5050 Vision	
How to integrate into governance arrangements.	Pendle Local Strategic Partnership	
Business information to measure success and a partnership agreement.	North West Lancashire Older People's Services	
Interviewing skills.	Pendle Seniors Forum	Noted.
Willing to spread the information amongst our members and to be involved if asked. We would	Strandsdale Residents' Group	Noted. Need some comment in the general text and a commitment to provide financial assistance.

need assistance with travel costs.		
Named Lancashire County Council contact who could give advice on developing a strategy.	Ribby with Wrea Parish Council	Noted. Could list district partnership officers as contacts.
Travelling expenses.	Chorley older People's Forum	Noted in engagement section

How would you as an individual contribute towards the outcomes of the strategy?	Organisation or name	Response or change to the strategy
As chair of the development group for the parish plan, I am happy to be contacted.	Ribby with Wrea Parish Council	Noted.

What support would you need as an individual?	Organisation or name	Response or change to the strategy
Clarity.	North West Lancashire Older People's Services	
Enough copies of the final document for our parish council members.	Ribby with Wrea Parish Council	Noted. Copies to be sent out after publication.

Consultation responses

General comments on the strategy

Comment	Organisation or name	Response or change to strategy
What is effective and useful about the strategy?		
Comprehensive document.	Pendle Local Strategic Partnership	Make sure this is not lost.
Co-ordinated approach by numerous agencies.	Newburgh Parish Council	Make sure this is not lost in the revised strategy.
That the strategy has been produced.	Catterall Parish Council	Noted.
Sees the problem.	Wray with Botton	Noted.
Stresses joined-up thinking.	Grindleton Parish Council	Noted.
The document is welcomed and will provide an overarching strategy. The challenge will be for chief offices to consider these areas as a priority and to work across organisational boundaries.	Preston Older People's Local Implementation Team Sub-Group	Noted.
It involves all key stakeholders.	Fylde Coast Lancashire Care Trust, Older Adults' Mental Health Services	
Very good breadth and thematic focus. It shines a spotlight across all services and facilities for older people. It mustn't duplicate what is already there or create extra work. County Councillor Westell wants the strategy to shape council services and should put older people at the centre of decision-making.	Lancashire Fire and Rescue Service	
Agree with the principles that require police involvement.	Lancashire Constabulary	
It draws attention to the need to address the issues for a significant section of Lancashire's population.	Blair McPherson	

Thorough.	Lancashire Museums Service	
Section 4, which contains valuable ideas and suggestions from Lancashire's older people themselves. The strategy makes it clear that responding to older people's needs is everybody's business.	North West Lancashire Older People's Services	
The five outcomes identified capture areas not already covered in Ambition Lancashire and the Local Area Agreement. Also the shift in view of the older person from negative dependant to the positive contribution and experience they can offer.	Lancashire County Council Policy Unit	
That you have a strategy.	Stalmine-with-Staynall Parish Council	
Faces up to vital problems in society.	Ribby with Wrea Parish Council	Included in chapter 2.
Need for pragmatic approach to outcomes and aims that translate into local delivery. If is the case, the council welcomed the strategy. It will link with the Chorley strategy.	Chorley Borough Council and Lancashire Local Working Group for Older People	Noted for delivery system.
Comprehensive in identifying key changes in society and older people. The five key outcomes fit well with older people's partnership work and Link Age Plus. Confirm support for the development of the strategy and action plans flow from it.	Lancaster City Council	Noted for five key outcomes.
Pulls together best practice and shares knowledge.	Preston City Council	Noted.
The South Ribble 50 Plus Strategy has been developed and works alongside this strategy.	South Ribble Borough Council	Noted. Need to confirm synergy between the two strategies is reflected in core documents and in the district profile.
'Making a positive contribution' offers the widest opportunity for reaching out and involving the ageing population.	Pendle Borough Council Lancashire Local	Noted. Include in intergenerational strategy section and in district profile.

Strategy based on views and opinions of older people themselves.	Wyre Borough Council	Noted. Include in model involvement section and in district profile.
Draft strategy is a major step in the right direction. Council would wish to fully contribute to developing a strategic framework for older people's services.	West Lancashire District Council	Noted. May be included in district profile.
The strategy provides a generic platform for work. Developed through direct involvement of older people. Meaningful involvement with older people demonstrates this process can work effectively.	Age Concern Preston and South Ribble	Noted. Include in involvement section good practice box?
The fact that many older people from across Lancashire have been consulted and valued.	West Lancashire Pensioners' Forum	Include in involvement section.
Acknowledgement of growing number of older people. Tries to seek solutions to problems that may wake up people in positions of authority to problems and show benefits of dealing with the issue now rather than waiting for it to develop. Shows that if older people get together we can be a force in the decision-making that affects us.	Pendle Seniors' Group and Older People's Forum	Include in chapter 2 and involvement section. Could be used as a good practice box or in the introduction.
That future policies regarding services for older people will include older people in their discussions.	Rosendale Senior Advisory Group	Noted. Include in district profile and involvement section.
We welcome a broad strategy for older people over the next 20 years. A useful tool for planning for the future and to start discussion.	Chorley Older People's Forum	Noted. Possible for good practice box in the introduction.
Detailed document covers every possible aspect of life for older people. Research and commentary are comprehensive and interesting. Not patronising. Deals with the problems of later years and is sympathetic and practical.	University Third Age, Aughton, Ormskirk	Noted.

Stress on older people as partners rather than clients or patients is appreciated. Strong recognition that the majority will run their own lives sets the tone very well.	University Third Age Clitheroe	Noted. Possible for introduction or include good practice box in some of the themed areas.
Giving voice to older people and channelling opinions in the right direction to be heard.	Chorley Heyday Friendships Centre	Noted.
Did much to highlight the needs of the ageing population.	Strandsdale and Marshaw Residents' Group, Garstang	Include in chapter 2.
Older people being provided with information and included as partners. The overall aim of improvements to later life.	Individual response	Noted.
The fact that the strategy is being developed at all.	Individual response	Include in introduction or good practice box.
Sets out a clear vision of including older people in later life.	Individual response	Noted.
Readable and accessible for older people. Improves effectiveness.	Individual response and South Ribble Older People's Forum	Noted.
Consultation with Lancashire residents.	Civil Service Pensioners' Alliance, Preston, Chorley and District	Noted.
Very detailed. Split into relevant sections. Will be a good strategy. Users are the framework for the future.	Accent Group, Butterfield House, Shipley	Noted. Possible use in district profiles.
The most useful feature of the strategy is that it lists comprehensively those issues affecting older people.	Unison retired members, Lancashire branch	Noted. Used across all sections of strategy.

Comment	Organisation or name	Response or change to strategy
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How can the strategy be improved?

Include timescales and milestones.	Pendle Local Strategic Partnership	Include in revised strategy.
Clarify the roles of district councils and partners.	Pendle Local Strategic Partnership	Include in revised strategy.
More emphasis on social exclusion.	Newburgh Parish Council	Include in revised strategy.
Links made to the Local Area Agreement.	Preston Older People's Local Implementation Team Sub-Group	
Links made to black and minority ethnic issues, housing and transport.	Preston Older People's Local Implementation Team Sub-Group	Include in revised strategy.
More development towards integrated services.	Fylde Coast health Lancashire Care Trust, Older Adults' Mental Health Services	Noted.
An effective methodology for putting the strategy into practice.	Lancashire Fire and Rescue Service	
No action plan required – the actions will be carried out by those authorities who can deliver the strategy. No performance indicators required, only priorities and outcomes.	Lancashire Fire and Rescue Service	
Older people tend to be in the minority of the prison population. Their needs are met by providing separate residential units, keeping them apart from the younger element. Those who are disabled receive care and integrate as much as their health and wishes allow them to.	HM prison, Kirkham	
In some places it is a list of aspirations rather than a strategy with clear action points.	Lancashire Museums Service	
Firm up objectives.	Lancashire Pensions Service	
Parks and open spaces designed with older people in mind, highlighting their contribution to health and wellbeing, particularly in built-up areas.	Lancaster City Council	Include in revised strategy.

Involving service providers, primary care trusts, GPs and voluntary sector social care.	Preston City Council	Noted.
Depending on the target audience, remove jargon such as 'SAP rating' and 'LAA'.	Hyndburn Borough Council	Check jargon throughout the strategy.
Increase focus on prevention and development and relocation from treatment.	Chorley Borough Council	Stronger link between targets and indicators associated with them. Outcomes, aims and indicators should be more clearly labelled.
Improve timescales for delivery. Highlight key areas – for example transport should be presented as a separate issue. The strategy should be tested against Department for Communities Local Government Fit for Purpose Criteria.	West Lancashire District Council	Noted.
Listening to older people over time and including new ideas in the strategy. Stress the need for ground-floor revolution. Professionals to move from 'know it all' to listening and reacting to older people.	Pendle Seniors' Group and Older People's Forum	Include in involvement section and note throughout the strategy. Possible good practice statement.
Involve experienced older people in subjects and services they have knowledge and experience of.	Rossendale Senior Advisory Group	Good practice statement.
Should be seen as a starting point. Increase focus on hard-to-reach groups.	Chorley Older People's Forum	Include under health and wellbeing, safe and secure, and financially secure.
Giving voice to older people and channelling their opinions in the right direction to be heard.	Chorley Heyday Friendship Centre	Include in involvement section.
Include new ideas over time and involve older people in evaluating the strategy	Strandsdale and Marshaw Residents' Group	Include in delivery and evaluation section.
No need for improvement.	Ribby with Wrea Parish Council	Noted.
Do not produce various strategies while withdrawing services at the same time – for example, support for domestic non-personal help.	Individual response	Noted.

Evaluation system to make sure aims are being met and ask the next generation's point of view.	Individual response	Include in delivery and evaluation section.
The effect of significant global changes on the county, including the global environment of change on the economy.	Individual response	Statistics in chapter 2 and possibly district profiles.
Ensuring co-operation between local authorities and voluntary groups.	Individual response	Include in involvement section.
Should run parallel to the strategy involving young people and young adults.	Individual response	Cross-check section about older and young people and possible for district profiles.
Forums having the opportunity to be involved in evaluating and monitoring the development of the strategy.	South Ribble Older People's Forum and individual response	Include in delivery and evaluation section.
More reflection of service users' views.	Accent Group, Butterfield House, Shipley	Possibly include in health and wellbeing section.
More emphasis to encourage young people to prepare economically, change pensions attitudes and values. Discussion of culture change. Seeing older people as an asset to the community.	Carers UK, Preston	Possibly through chapter 2 and in the district profiles.
Describe the link between partnership boards, physical disabilities and sensory impairments and older people.	Partnership officer, South Ribble	Including this in the involvement section for discussion might make it too complicated.
Prioritising actions and issues. Lancashire Partnership and the county council to action.	Unison retired members, Lancashire branch	Possibly include in the executive summary.
Monitoring and evaluating the effectiveness of actions.	Fairhaven Seniors' Youth Club	Include in delivery and evaluation section.

Comment	Organisation or name	Response or change to strategy
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**What is missing?
Governance and policy**

Parish plans and Learning and Skills Council.	Newburgh Parish Council	The county council's Policy Unit is working with its directorates to develop a process for parish plans. Include the Learning and Skills Council in the revised draft.
Impact of government policy and NHS mergers.	Catterall Parish Council	To be included in the revised strategy.
Emphasis required on delivering services locally.	Fylde Coast Health Lancashire Care Trust, Older Adults' Mental Health Services	

Diversity

Needs greater emphasis on areas that have traditionally proved difficult – for example, black and minority ethnic issues, housing, transport, safe and secure communities and employment.	Preston Strategic Partnership	
Include diversity stands amongst older people other than race. Include lesbian, gay, bisexual and transgender inclusion issues for older people.	Lesbian, Gay Bisexual and Transgender, Preston	
How minority groups will be involved in the strategy.	Lesbian, Gay Bisexual and Transgender, Preston	
Identify existing organisations helping older people. Only one general reference to the faith sector in Lancashire.	Unison retired members, Lancashire branch	Include in volunteer section.
Clear focus on black and minority ethnic and faith sector. No detail on implementation. Need for a communication strategy. Involvement section chart 9.	Chorley Older People's Forum	Include in delivery and evaluation section. Link with county council's Policy Unit comment on black and minority ethnic communities to cross-reference with involvement chart.

Voluntary, community and faith sector

There needs to be greater involvement with the voluntary, community and faith sector to reflect the influence the sector has on older people.	Burnley, Pendle and Rossendale Council for Voluntary Services	Noted.
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General

No regard seems to have been paid to people living longer, but a 'healthier' focus on the ageing population living longer. A more articulate and prosperous generation will seek inclusion and a better wellbeing factor.	Peter Shorrocks	Need to consider wellbeing in the revised strategy.
Definitive actions	Lancashire Pensions Service	
A risk management plan to make sure the strategy can be implemented.	North West Lancashire Older People's Services	Noted.
A link to the general public.	Preston City Council	Noted. This is about who the strategy is for. It will dictate the design, publication, distribution and content.
Funding should be identified clearly. All agencies need to sign up and vigorously support the strategy. If not, there is a risk it being seen as lame duck.	Pendle Seniors' Group	Comment in introduction about how funding works. Possibly include in introduction and other part of the strategy a list of agencies committed to developing the strategy.
Not enough ordinary people allowed to give an opinion.	Chorley Heyday Friendship Centre	Noted.
Greater emphasis and additional proposals on how actions will be monitored and success will be integrated into evaluation. Not enough to simply set up panels for forums.	Individual response	Include in delivery and evaluation section and model for involvement, perhaps explaining how forums can be part of evaluation development.
Insert into figure 7 training for older people still in employment and those who have recently retired.	Individual response	Amend figure 7 or include in employment section.
A model is needed to recreate smaller communities with a full range of services that even frail people can use.	Individual response	Include in neighbourhood section.

Rural

Concerned that rural communities have been excluded. The strategy requires more research and well-planned actions to respond.	South Ribble Older People's Forum	Noted. The strategy is weak on rural issues. Insert as a question for the rural partnership to respond.
Concentrate more on delivery and sustainability in rural areas.	Stalmine-with-Staynall Parish Council	Noted. The strategy is weak on rural issues. Insert as a question for the rural partnership to respond.

Care and carers

Dedicated section for carers	Lonsdale District Carers	Possibly include in health and wellbeing.
Basic data relating to current levels of care in residential and nursing homes. And commitment to achieving basic levels of standards of care.	Rosendale Senior Advisory Group	Possibly include in health and wellbeing.
Acknowledge member carers also living longer.	Individual response	Include in health and wellbeing, and possibly chapter 2.
Greater emphasis on older people caring for children and other older people. There is only one place in the strategy where carers are referred to.	Carers UK, Preston	Include in health, wellbeing and support from young people and volunteers for carers and parents.
More support for the most vulnerable housebound older people and carers.	Civil Service Pensioners' Alliance, Preston, Chorley and district	Include in health and wellbeing and section on carers.
Recognition required of increased numbers of people surviving cancer. Increase in their need for support or care.	Cancer Care, Slyne Dales, Lancaster	Include in health and wellbeing.
Trends should identify issues facing carers living longer. More carers will be needed. And difficult balancing work and caring. Assistance with financial planning and implications for later life.	Lonsdale District Carers	Cross-reference with carers' equal opportunity at 2005 and carers' policies.
Isolation for older people and carers needs to be addressed more clearly. Isolation is not separated from quality of life.	Individual response	Include in health and wellbeing.

Measuring data

There is a need for joint information technology solutions to collect data and measure performance improvement.	Preston Strategic Partnership	
A lot of the aims and outcomes will be difficult, if not impossible, to measure. It will not be possible to assess whether services are not being accessed as a matter of choice or because of barriers.	LCC Policy Unit	Need to tighten up and focus on priorities than can be measured in the revised strategy.

Nothing missing

Nothing missing.	Fairhaven Methodist Seniors' Youth Club	Noted.
Nothing. Very detailed and relevant.	Accent Group, Butterfield House, Shipley	Noted.
No amendments.	Individual response	Noted.
At this stage, nothing missing.	Wire Borough Council	Noted.
All important aspects are being covered.	West Lancashire Pensioners' Forum	Noted.

Comments on the structure of the strategy

Comment	Organisation or name	Response or change to strategy
Length		
Simplify – too long and complicated.	Catterall Parish Council	Draft revised.
Quite daunting to read.	Preston Older People's Local Implementation Team Sub-Group	
The general layout is quite user-friendly. However, at 230 pages the document is a daunting read.	Preston Strategic Partnership	
The strategy is huge in both its scope and content. That can be very off-putting for individuals.	Burnley, Pendle and Rossendale Council for Voluntary Services	
There is too much emphasis on county-wide solutions, not reflecting the different priorities of districts.	Burnley, Pendle and Rossendale Council for Voluntary Services	To be addressed in the revised strategy.
Need to add paragraph numbers or some other referencing system that makes it easier to follow exactly where you are in the document.	North West Lancashire Older People's Services	Noted for revised strategy.
There is a relatively large number of examples from central Lancashire. Use examples of good practice from across the county	North West Lancashire Older People's Services	Noted.
Generally we feel that the document is too long. It needs to be more overarching to enable other plans and strategies to link in. The format is complicated and difficult to follow.	Lancashire County Council Policy Unit	To be addressed in the revised strategy.
The action-planning needs to be more visible and explicit ,but as an appendix as it gets lost in the body of the text.	Lancashire County Council Policy Unit	
Overcomplicated and too long.	North Meols Parish Council	

Age range

One or two members object to being described as old at 50 or over.	Wrightington Parish Council	
The age range of 50 and over is too broad and as such is unworkable. The strategy needs to focus on those aged 75 and over.	Lancashire Welfare Rights Service	
Change the definition to age 60 and over. Make a clear distinction between the wide ranges of older people's age groups.	Blair McPherson	
Should be specifically directed to people aged 65 and over.	Methodist Seniors, Youth Lytham	Noted. Point covered.
Setting 50 as the starting point for old age is not very helpful.	Peter Shorrock	
The over 75s are missing from the Local Area Agreement, so having a document that talks about older people and puts forward action is welcome.	Lancashire Welfare Rights Service	
Need greater emphasis on the needs of vulnerable, frail older people aged 80 and over.	North West Lancashire Older People's Services	Noted.
Could be improved by increasing emphasis on the later key life stages, rather than all ages which people go through. Reinforce the change in terminology intended by the title. Use consistent terminology throughout the document. Relate aims, objectives and action in each chapter to key life stages.	Lancashire Local, Pendle	Review the possibility of weaving different life stages into the analysis of age groups, maybe in the district profiles or chapter 2.
Divide the strategy into three age ranges – working, retired and frail.	Lancashire Local, Lancaster	Draft revised.

Content

User-friendly.	Preston Older People's Local Implementation Team Sub-Group	
Throughout the document, the language needs to be more partner-friendly.	North West Lancashire Older People's Services	Needs to be addressed in the revised strategy.
Improve the executive summary rather than providing a description chapter by chapter.	Age Concern, Preston and South Ribble	Revise the executive summary.
Reduce repetition.	Individual response	Proof-read the document.
Make the document shorter and concentrate on those areas that will add value to existing work. As the strategy stands, there is a danger that the 'must dos' will get lost amongst all the detail. We suggest high-level priorities around the bullet points on page 167.	North West Lancashire Older People's Services	
Organisation of the strategy into themed chapters is helpful. Jargon-free style is effective in conveying key issues.	Individual response	Noted. Include in positive responses.
The voluntary, community and faith sector is not always referred to as such as agreed in the compact. Sometimes it is referred to as voluntary and community sector. It must be voluntary, community and faith sector throughout.	Chorley Parish Church of St Laurence	
Several cross-cutting themes are identified, such as access to services. They are mentioned several times in each of the five outcome areas, leading to a lot of repetition.	North West Lancashire Older People's Services	Noted for revised strategy.

Layout

Use the short expression of outcomes and aims in the strategy and use this to measure success.	Lancashire Fire and Rescue Service	
Make it easier reading.	Catterall Parish Council	Noted, and draft revised.
Make it understandable to elderly people.	Wray with Botton Parish Council	Noted and addressed by revised draft.

Districts

Needs more emphasis on delivering services locally.	Fylde Coast Health Lancashire Care Trust, Older Adults' Mental Health Services	
Variations needed to account for local areas.	5050 Vision (the North West Forum on Ageing)	Noted for revised strategy.
Replace appendix 3 with a list of local strategies relevant to older people.	North West Lancashire Older People's Services	Noted for revised strategy.
Needs to recognise that population profiles differ significantly across Lancashire in age, affluence and ethnicity.	Blair McPherson	

Comments on the structure for delivering the strategy

Comment	Organisation or name	Response or change to strategy
The structure will need to be adequately supported and resourced.	Preston Older People’s Local Implementation Team Sub-Group	Noted.
Suggest action plans formed by stakeholders and then reports received each year by the Lancashire Older People’s Partnership Board and local forums. Awards could be made for best practice. The focus is then on partner organisations as well as the county council.	Lancashire Fire and Rescue Service	
Not sure of the value of a county-level forum.	Lancashire Fire and Rescue Service	
The proposed delivery structure needs to be adequately supported and resourced.	Preston Strategic Partnership	
Need clarification about who the Lancashire Older People’s Partnership Board are and what their role is.	Pendle Local Strategic Partnership	To be addressed in revised strategy.
The strategy states that statutory partners will delegate responsibility for monitoring its effectiveness to the older people’s boards. But that cannot be done as it is an executive function and so the responsibility (in the county council) of the cabinet or a cabinet member. Also, thought needs to be given to the role of overview and scrutiny.	Ian Young	Governance and ownership need to be addressed in the revised strategy.

Positive comments

Comment	Organisation or name	Response or change to strategy
The Lancashire Partnership should be congratulated for such an ambitious and comprehensive document. It serves as an example for all local authorities. The strategy has been developed from a sound understanding of issues that affect ageing and the demographics of Lancashire.	North West Regional Mid-Life and Older People Health Task Group	Noted.
The strategy has captured older people's comments well from the original consultation.	Preston Older People's Local Implementation Team Sub-Group	
A great piece of work and very timely.	Cheshire County Council	
The involvement of partners has contributed to the richness of its analysis and content.	5050 Vision (the North West Forum on Ageing)	
Impressive in its scope and analysis.	5050 Vision	

Negative comments

Comment	Organisation or name	Response or change to strategy
The strategy cannot be understood by older people.	Wray with Bolton Parish Council	Noted.
Light on measurable indicators that are outcome-focused. Need to develop robust indicators.	North West Regional Mid-Life and Older People Health Task Group	Addressed in the revised draft.
Appendix 3 contains some inaccuracies and will be out of date almost as soon as it is published.	North West Lancashire Older People's Services	
A number of the targets set out on page 71 do not make sense.	North West Lancashire Older People's Services	The issue is around the wording and needs to be addressed – probably through 'plain languaging' the finished document.

Chapter I – Introduction

General comments and additions	Organisation or name	Response or change to strategy
Officials need to change their mind-set when dealing with older people.	Newburgh Parish Council	Can be addressed in revised introduction.
Background information is useful.	Preston Older People's Local Implementation Team Sub-Group	Noted.

Suggested deletions	Organisation or name	Response or change to strategy

Possible omissions	Organisation or name	Response or change to Imagine Lancashire

Suggested changes to wording and other minor changes	Organisation or name	Response or change to Ambition Lancashire

Information sheet

Introduction

This section of the handbook covers some of the issues, implications and major opportunities presented by our ageing society. Information is presented to help you cover topics at national and local level

You may want to share this information sheet with groups of older people, at meetings with local councillors or in meetings with organisations responsible for public and private sector services.

Involving older people as citizens and tackling the challenges of an ageing society poses a fundamental challenge to public policy. It requires more than just moves to look after more older people in their own homes or to extend concessionary travel schemes for people over 50. It means an essential shift in the way we think about and plan for older age.

Tackling ageism and inequalities

Alongside the public policy and public services approach, there is an equal need to focus on tackling the underlying causes which have allowed ageism and inequalities to limit older people's quality of life and wellbeing. However, age discrimination is not just about access to services. The ageing of the population and the decrease in the number of people being born means that we need to rethink how the nation can retain older people's skills and expertise and how we can remove the barriers to achieving this.

Tackling poverty

The overview paper for the Growing Older Programme highlights the importance of tackling poverty to promote quality of life in older age. It emphasises that two million pensioners still live below the poverty line.

In May 2004, the National Pensioners' Convention launched a Pensioners' Manifesto at the National Pensioners' Parliament. A key part of this manifesto covered pensions and incomes, with other sections on health and care, transport and mobility, neighbourhood and community, and active citizenship. Underpinning the manifesto is the need to introduce age discrimination legislation and a rights-based approach to the older population.

Moving away from the welfare model and putting older people in control

This theme connects with the others and focuses on involving a range of partners, including the private and independent sectors. The Joseph Rowntree Foundation Task Group argues for a change in the attitude of public services and an approach that does not rely only on public services as the solution.

Providing information and resources direct to older people keeps them in control rather than depending on someone else. However, good information and sufficient income are not enough. Working with the private sector to deliver the right type of products (such as insurance and equity release schemes) which older people actually want is critical to giving choice and control.

The same applies to services and the role the public sector can play, not just in terms of direct services, but in two other key areas. The first is playing an enabling role – providing information and access for all older people, not just poorer older people who live in council housing.

The second is a partnership approach with the voluntary and private sectors in a much broader way than at present. It is no coincidence that there was only one private sector bid out of over 200 for the first round of the Department of Health's Extra Care Housing Funding Programme, even though over 68.9% of older people are home-owners.

Central government is encouraging local government to embrace the voluntary, community and private sectors as partners in developing choices that older people want at a price they can afford, and at a standard that meets their expectations.

Making it happen – performance frameworks for local authorities

In line with this approach, the government is looking to develop more levers and incentives to encourage local authorities and local strategic partnerships to promote a broader citizen-based approach to planning for an ageing society.

www.idea.gov.uk/idk/core/page.do?pagelid=71247

Public Service Agreement 36 sets targets for 'improving the quality of life and independence of vulnerable older people by supporting them to live in their own homes wherever possible'.

www.communities.gov.uk/pub/185/newchallengesprospectusforthe2001schemepdf143kb_id1134185.pdf

The local context is set by Ambition Lancashire – our strategic vision for the future of Lancashire from 2005 to 2025. This vision reflects the shared expectations of the people of Lancashire and includes a section for older people's Lancashire. The section sets out a vision for older people which states that:

‘Lancashire is a county where older people are empowered to live their lives in the way they choose and where their skills and expertise are valued.

‘Our ambition: Maximise the life opportunities for older people and engage them in all levels of decision-making.

‘Our ambition: Promote older people’s health, safety and independence and ensure that all older people and their carers are treated with respect, dignity and fairness.’

www.lancashirepartnership.co.uk/content/ambition/index.asp

The Strategy for an Ageing Population takes forward the actions in Ambition Lancashire and provides a complete approach to achieving the vision set out above.

Of course older people’s Lancashire is not the only theme covered in Ambition Lancashire. The strategy contains 12 other sections dealing with the complete range of issues facing the county. One of the things we have identified in preparing this strategy is that, outside of areas such as health, social care and housing, older people are largely invisible. Areas such as employment, learning and skills, rural issues and tourism have still to wake up to the need to understand and deal with the implications of an ageing society. The success of this strategy will depend on tackling older peoples’ issues within each of these areas rather than treating them as a separate category.

The Lancashire Local Area Agreement

The Lancashire Local Area Agreement (LAA) is the main vehicle for delivering the vision of Ambition Lancashire across the county. It sets out the key priorities from that vision for the period 2003 to 2006. It is organised into four blocks, one of which is ‘Healthier communities and older people’. www.lancashirepartnership.co.uk/content/laa/index.asp

LAAs are agreements between the government and local strategic partnerships. They set out what organisations in an area will achieve over a three-year period based on a set of agreed local priorities. The local government White Paper ‘Strong and Prosperous Communities’ proposes that the LAA will become the key channel for delivering sustainable communities strategies. The procedures set out in our older people’s strategy will encourage older people to play a more active part in this process. And this in turn makes the LAA a powerful model for delivering major parts of the vision we have set out.

The LAA gives welcome recognition to the specific needs and expectations of older people. It sets an outcome of improved wellbeing for Lancashire’s older people. This breaks down into:

- Lancashire's older people being safe in their own homes;
- less poverty amongst Lancashire's older people;
- Lancashire's older people having a greater say in how local services are developed and delivered; and
- better access to services and more local choice for Lancashire's older people.

Other blocks of the LAA also include outcomes which will improve older people's quality of life – for example, improving housing standards, energy efficiency and improving community safety. However, as part of the revision process due this year, the LAA needs to broaden its approach to cover other areas affecting older people and mirror our strategy more closely. These include:

- older people in the labour market – retaining the skills and experience of older people and developing more flexible retirement patterns;
- older people in their community – providing access to a complete range of services and facilities, and supporting the contribution older people make to community life; and
- helping older people to remain active and healthy. Most importantly, this will be an opportunity to involve older people actively in the process.

You will find these themes reflected in the Strategy for an Ageing Population.

District and city council strategies for older people

Several district and city councils have their own strategies for older people. Pendle has had one since 2004 and South Ribble, Wyre and Rossendale now have them in place. Other councils are in the process of developing their strategies

District and city strategies provide a local focus for delivering key areas of our strategy (for example, housing and leisure) and will provide the main channel for enabling older people to contribute.

Community strategies

All district and city councils have published community strategies setting out the vision for their area and broad objectives for delivering it. Over time, as these strategies are reviewed and developed, older people will feature more strongly in these important documents.

Quality and choice for older people's housing

Housing is an issue of major concern to older people as their needs change with age. 'Quality and choice for older people's housing' (2001), 'Preparing older people's strategies' (2003), and the Housing Corporation's Strategy for Older People (2003), all

promote choice and diversity, and building services around what older people want. They also stress that most older people live in ordinary rather than specialist housing, and that most older people are home-owners.

This means that the government will not accept older people's housing strategies that focus only on sheltered housing for the rented sector. Strategies should also promote equity release and home-loan products to help older people pay for repairs, improvements and adaptations. Local planning authorities will be encouraged to recognise older people's housing needs in their local development frameworks http://communities.gov.uk/pub/811/Qualityandchoiceforolderpeopleshousingastrategicframework_id1507811.pdf

Housing and care

In April 2003, the government introduced Supporting People funding. This has helped to reinforce the importance of promoting independence and supporting older people (and other vulnerable groups) as far as possible at home or in supported housing.

Support is defined around people not properties. This means extending housing support services beyond sheltered housing for rent – for example, to include mobile wardens linked to community alarm schemes or staff who work in teams across an area and provide a full range of support in older people's own homes.

Glossary

Age Positive	The Age Positive Campaign encourages employers to adopt non-ageist employment practices and promotes the benefits of older workers to the business. The campaign works through advertising and exhibitions and features age-positive awards and champions.
Attendance allowance (AA)	A state benefit paid towards the extra costs associated with having a disability or when you reach age 65. It is not based on your income or savings and is paid at two rates, depending on your level of need.
Audit Commission	An independent organisation responsible for making sure: <ul style="list-style-type: none">• public money is spent economically, efficiently and effectively; and• local authorities deliver high-quality services to the public.
Basic state pension (BSP)	A non-earnings-related pension based on your national insurance contribution record.
Better Government for Older People (BGOP)	A partnership between central government, local authorities, voluntary organisations and older people (through the Older People Advisory Group). It works to share information and good practice, develop productive partnerships and encourage more joined-up strategies and services.
Carer's allowance	A benefit paid to people who spend at least 35 hours a week caring for someone who is severely disabled.
Carer's grant	A government grant to stimulate diversity and flexibility in providing breaks for carers and to provide direct services to help carers in their role.

Commission for Equality and Human Rights (CEHR)

An organisation established by the Equality Act 2006 to promote human rights and equality, and tackle discrimination in relation to gender, gender reassignment, disability, sexuality, faith, age and race. CEHR will start its work in October 2007.

Cohort

A group of people born around the same time. For example, the cohort born in the 1920s will have retired in the 1980s and early 1990s and will currently be between age 76 and 85.

Commission for Social Care Inspection (CSCI)

The independent inspectorate for all social care services in England. In Wales, social care is regulated through the Care Standards Inspectorate for Wales. In Scotland, the Scottish Commission for the Regulation of Care (Care Commission) is responsible for regulating a wide range of care services.

Community Legal Service (CLS)

The CLS aims to improve public access to quality legal information, advice and services through local networks supported by co-ordinated funding and based on an assessment of local needs.

Community strategy

A strategy for promoting and improving the economic, social and environmental wellbeing of local authority areas and for contributing to sustainable development in the UK. In Wales this is known as a community plan.

Compulsory retirement age

The age at which an employer can require you to retire. This may be set out in your contract of employment, but you can retire at an earlier age if you choose. New legislation in 2006 means that employers cannot set a compulsory retirement age below 65 unless they can provide a good reason for doing so. See also 'Default retirement age'.

Consumers' Association (CA)

An independent charity that aims to improve the standard of goods and services in the UK.

Convention of Scottish Local Authorities (CoSLA)	The organisation which represents Scottish local authorities and acts as the employers' association for all Scottish councils. See 'Local government association'.
Council Tax benefit	An income-related benefit to help with the costs of Council Tax.
Comprehensive Performance Assessment	A system introduced by the Audit Commission in 2002 to bring together the most important areas of auditing and inspecting local authority performance and services. The assessment includes a section dedicated to older people.
Crime and disorder reduction partnerships (CDRPs)	A combination of police, local authorities, other organisations and businesses who have joined together to deliver strategies for tackling crime and disorder in their area. In Scotland, local community safety partnerships have a similar role.
Council for Voluntary Services	A council formed by voluntary and community organisations in Lancashire.
Department for Communities and Local Government	This aims to develop prosperous and cohesive communities, offering a safe, healthy and sustainable environment for everyone.
Disabled facilities grant	A local authority grant towards the cost of making reasonable and necessary changes to your home so that you can continue to live there.
Decent homes standard	A government standard which requires homes to be in a reasonable state of repair, have modern kitchen and bathroom facilities, suitable insulation and an effective heating system.
Default retirement age	The age at which employers can require you to retire. This is currently age 65. See also 'Compulsory retirement age'.

Devolved administration	Some policies and services are different in Northern Ireland, Scotland and Wales and are the responsibility of the administrations in each country. The Welsh Assembly Government is the devolved government for Wales and answers to the National Assembly for Wales. The Scottish Executive is the devolved government for Scotland, answering to the Scottish Parliament. The Northern Ireland Assembly is currently suspended and the Secretary of State for Northern Ireland has taken responsibility for the direction of Northern Ireland departments.
Direct payment	A system for paying benefits and state pension direct into your bank, building society or post office card account. It is now the normal method of paying these benefits.
Direct payments	A system where people who qualify for social care can take cash instead of services and buy their own support directly.
Director of Public Health	Each year the Director of Public Health produces an independent report on the state of public health in their area.
Disability living allowance (DLA)	A state benefit for people under 65 who have a long-term health problem (mental or physical) that affects their everyday activities.
Employment Strategy Group	A group which aims to increase the number of people in work and to reduce unemployment rates in disadvantaged communities.
Economic and Social Research Council (ESRC)	The main UK state funding agency for research and graduate studies in social sciences.
e-skills UK	A not-for-profit, employer-led organisation, licensed by the government as the Sector Skills Council (SSC) for information technology, telecommunications and contact centres. It is part of a network of SSCs which brings together employers, trade unions, professional organisations and the government to develop the skills UK business needs. See also 'Sector Skills Councils'.

Fair Access to Care Services	A government framework to decide the criteria you must meet to qualify for adult social care services. The aim is to have greater consistency across the country in how decisions are made about whether people should receive services.
Fairer Charging Scheme	A scheme to make sure local authorities across the country charge roughly the same amounts for home care and that these amounts reflect people's income, including disability benefits.
Financial Services Authority (FSA)	<p>The UK's independent regulator for financial services. The FSA answers to parliament, stakeholders and treasury ministers. It has four statutory objectives:</p> <ul style="list-style-type: none"> • market confidence; • public awareness; • consumer protection; and • reducing financial crime.
Fuel poverty	This is where a household cannot afford to keep warm enough at a reasonable cost. The UK Fuel Poverty Strategy defines this as where a household needs to spend more than 10% of its income on fuel.
General Social Care Council (GSCC)	The organisation in England responsible for registering social care workers and regulating their conduct and training. In Wales, the equivalent organisation is the Care Council for Wales. In Scotland, the equivalent organisation is the Scottish Social Services Council.
Government offices (GOs)	The nine GOs work with regional partners (including local authorities, regional development agencies and other organisations) to achieve the government's aims in a joined-up way, delivering improvements to communities across the English regions.
Gross domestic product (GDP)	This provides a measure of total economic activity. It measures the value to the economy of producing goods and services.

Home Improvement Agency (HIA)

Not-for-profit, locally-based organisations that help vulnerable home-owners and private tenants who are older, disabled or on low income to repair, improve, maintain or adapt their homes.

Housing benefit (HB)

An income-related benefit that helps with the costs of rented housing. It is administered by local authorities under rules set by the Department of Work and Pensions.

Improvement and Development Agency (IDeA)

IDeA helps local authorities to improve their performance. Its four main areas of activity focus on:

- improving the quality of leadership;
- improving service delivery;
- strengthening corporate capacity; and
- helping local authorities build sustainable communities.

In Wales, Synaid is an equivalent organisation. In Scotland, the Improvement Service has much the same role.

Incapacity benefit (IB)

A taxable, contributory benefit for people who cannot work because of sickness or a disability.

Income support

An income-related benefit for people below age 60 who are not in paid work, and whose net income is less than a minimum level set by parliament. It is based on your age, members of your family and other circumstances.

Individualised budgets

An extension of direct payments where all the funding available for your care is brought together in a single budget. You then decide how to spend on care services.

In-work training grant

A grant available to those who meet the criteria for the New Deal 50 Plus Programme and who are starting a new job. You can use the grant to improve your skills and progress or get a better job. It can be paid to employers or training providers.

Jobseeker’s Allowance (JSA)	The benefit that replaced contributory unemployment benefit and income support for unemployed people aged over 18.
Lancashire Combined Fire Authority	The Lancashire Combined Fire Authority is an independent organisation whose main job is to provide an efficient and effective fire service for Lancashire. The authority is made up of councillors from Lancashire County Council, Blackpool Borough Council and Blackburn with Darwen Borough Council.
Learning Skills Council (LSC)	The LSC is responsible for planning and funding all post-16 education and training up to, but not including, higher education. It has replaced the Further Education Funding Council and the Training and Enterprise Councils.
Legal Services Commission	The Legal Services Commission looks after legal aid in England and Wales. Through the Community Legal Service (CLS), the commission helps people who qualify for legal aid to protect their rights. In Scotland, the equivalent organisation is the Scottish Legal Aid Board.
LEP	Lancashire Evening Post
LET	Lancashire Evening Telegraph
Lifetime home standards	Standards that require features to be built into new homes which will allow those homes to be adapted in the future. The aim is to reduce the need for expensive adaptations or alternative accommodation if the person living there becomes disabled.
Local Implementation Teams (LITs)	LITs have been established to co-ordinate and drive the National Service Framework in each area. Each LIT consists of healthcare and other professionals working with older people.

Local Area Agreement (LAA)	An agreement negotiated between central and local government and the local strategic partnership on the outcomes and targets to be achieved within an area. The agreement covers national and local priorities and identifies the funding available locally to deliver the outcomes agreed.
Local exercise action pilots (LEAPs)	Local pilot programmes funded by the Department of Health, the Countryside Agency and Sport England to test new ways of encouraging people to take up physical activity. The pilots will run for two years with a wide range of activities reaching various target groups. They include community walking programmes for elderly people recovering from strokes.
Local Government Association	This represents the local authorities of England and Wales and is a lobbying organisation to promote better local government. See 'Convention of Scottish Local Authorities'.
Local public service agreement (LPSA)	A voluntary agreement between a local authority and the government to improve local public services by focusing on targeted outcomes. The government provides support and a reward for achieving outcomes.
Local strategic partnership (LSP)	A group of organisations which join forces to tackle issues that matter most to local people. LSPs bring together public, private, business, voluntary and community sectors to identify the community's top priorities and work with local people to address them.

Local Transport Plan	<p>The county council's transport plan. It must meet the council's wider social and economic objectives, and in particular the aim to make Lancashire a place where people can travel easily and safely. The plan has seven key objectives. These are to:</p> <ul style="list-style-type: none"> • reduce road casualties; • improve access to jobs and services; • improve air quality; • improve the condition of the transport network; • reduce delays on journeys; • increase journeys by bus and rail; and • increase active travel.
Minimum income guarantee	<p>A benefit based on income and savings which provided pensioners with a minimum level of income. From October 2003, it has been known as pension credit. See also 'Pension credit'.</p>
National Consumers' Council	<p>A public organisation set up by the government in 1975 to protect consumers' interests.</p>
National minimum standards (NMS)	<p>Standards set by the Department of Health for a range of services, including care homes, domiciliary care agencies and adult placement schemes. The Commission for Social Care Inspection must consider the NMS when assessing whether a social care provider meets statutory requirements. In Scotland, these are known as 'care standards'.</p>
National Service Framework (NSF) for Older People	<p>One of a series of long-term Department of Health strategies for improving specific areas of care. The NSF for Older People cuts across health and social services, regardless of setting, to tackle discrimination, provide person-centred care, promote health and independence, and organise services based on people's needs. These standards are not used in Scotland.</p>

Neighbourhood Renewal Strategy

A national strategy setting out the government’s vision that within 10 to 20 years no one should be seriously disadvantaged by where they live. This will be achieved by:

- making sure public services work more effectively for those in greatest need;
- improving resources for the task; and
- developing new structures and programmes to renew neighbourhoods.

New Deal Programme

A programme to help people move from welfare benefits to work. It is targeted at specific groups – lone parents, the long-term unemployed, partners of unemployed people, people aged 50 and over, people with disabilities and young people.

Occupational therapists

Healthcare professionals who teach people how to return to normal activities after an injury or illness.

Office of Communications (Ofcom)

The independent regulator for UK communication industries, with responsibilities across television, radio, telecommunication and wireless communication services.

Patient and public involvement (PPI) forums

There is one of these for every NHS trust and primary care trust in England. They make sure local people have their say in decisions about local health services and have statutory powers to make health service providers listen to their views. The forums are made up of local volunteers who are enthusiastic about influencing and improving the way local healthcare is delivered. These members receive training and development opportunities to help them make the most of their role. Each forum is supported by a local support organisation.

Pension credit

This provides a guaranteed level of income for all pensioners aged 60 and over, and rewards those aged 65 and over who have built up modest incomes or savings for their retirement. See also ‘Minimum income guarantee’.

Pensions Commission	An independent organisation set up by the government to look at pensions. The commission's brief is set out in full in the December 2002 Green Paper 'Simplicity, Security and Choice: Working and saving for retirement'.
People's Network Initiative	This provides free or low-cost internet access from computer terminals in over 4,000 public libraries across the UK.
Personal pension	An arrangement between an individual and a pension provider – for example, a stakeholder pension arranged through an insurance company.
Partnerships for older people project (POPP)	This is about developing radical new approaches to the way we deliver services for older people. The programme centres around promoting health, wellbeing and independence to reduce the need for acute or institutionalised care.
Primary care trust (PCT)	A free-standing NHS organisation responsible for delivering better healthcare and health improvements in an area. Each PCT has its own budget, sets its own priorities and commissions or provides a range of community health services. In Wales, PCTs are known as 'local health boards'. Scotland does not have PCTs.
Public service agreements (PSAs)	These set out what the public can expect the government to deliver within the spending plans set at the spending review. Every large government department has a PSA which sets out a single aim, several objectives and targets linked to those objectives.
Quintile	Quintile groups are formed by ranking the population by income and then dividing it into five equal-sized groups. Some analysis in this publication is based on quintiles of single pensioners or pensioner couples.
Resource allocation	The system of allocating resources based on assessed needs.

Registered social landlord (RSL)

An independent, not-for-profit housing association registered with and regulated by the Housing Corporation under the Housing Act 1996. In Scotland, Communities Scotland is responsible for registering and regulating RSLs under powers set out in the Housing (Scotland) Act 2001.

Sector Skills Councils (SSCs)

National independent organisations developed by groups of influential employers in industry, business or public sectors of economic or strategic significance. SSCs are employer-led and actively involve trade unions, professional organisations and other stakeholders to tackle the skill and productivity needs of their sector throughout the UK. See also ‘e-skills UK’.

Sector Skills Development Agency (SSDA)

An organisation set up to support the Sector Skills Councils network and promote effective working between sectors. It funds, supports and champions the network of Sector Skills Councils.

Severe disability allowance (SDA)

A benefit for people aged between 16 and 65 who have:

- been off work for over 28 weeks because of an illness or disability; and
- not paid enough national insurance contributions to qualify for incapacity benefit.

Since April 2001, it has not been possible to make a new claim for SDA.

Sheltered housing

Easy-to-manage accommodation offering a variety of services to help people live independently. It usually features the added security of a warden or scheme manager who lives on site or nearby and can be called in an emergency.

Skillsmart

A not-for-profit organisation funded jointly by the retail sector and the government to raise skills levels in the retail industry. It operates under licence to the Department for Education and Skills and is part of the Skills for Business Network.

Social care	The wide range of services designed to support people in their daily lives and help them play a full part in society. Social care includes services commissioned by local authorities and services which a person or family arrange themselves.
Social exclusion	The process that can take place when people or areas suffer from a combination of linked problems such as unemployment, poor skills, low incomes, poor housing, high crime environments, bad health and family breakdown.
Speaking Up for Our Age	A national campaign run by Help the Aged to help older people make their voices heard on the things that matter to them.
Spending review	This is based on a three-year forward-look and is updated every two years. Under the spending review, HM Treasury negotiates with a local authority or department to set fixed three-year administration budgets (known as 'departmental expenditure limits'). In return for this funding, performance targets are set through a public service agreement. This agreement defines the priority areas and improvements the public can expect to benefit from.
State pension	A benefit which you will receive from the state if you have paid enough of the right class of national insurance contributions. It is made up of two parts – the basic state pension and an additional pension.
State pension age (SPA)	The age at which you can claim your state pension. It is currently 65 for men and 60 for women. The SPA for women will gradually increase to 65 between 2010 and 2020.
Sure Start	An initiative which brings together government, early years and childcare programmes that promote the development of young children.
Telecare	An information and communication technology system installed in a person's home to monitor their safety and wellbeing.

Transitional housing benefit	A scheme introduced in April 2000 to consolidate payment of the costs of supported accommodation such as sheltered housing, women’s refuges and hostels for homeless people. The scheme aims to develop the supported accommodation sector and provide the government with information about the cost of current services.
Trading Standards	The banner under which a wide range of consumer-related legislation is enforced – for example product safety, fair trading and environmental controls.
Ufi learndirect	Ufi Ltd is the organisation responsible for learndirect. Its mission is to use e-learning to boost people’s chances of employment and the productivity and competitiveness of organisations.
Voice of the Listener and Viewer (VLV)	An independent organisation that represents consumer interests and works for quality and diversity in British broadcasting.
Warm Front	The government’s main programme for tackling fuel poverty in the private sector in England. People who receive certain benefits also qualify for insulation and heating improvements to their home. In Wales, there is a similar programme also known as Warm Front. In Scotland, Warm Deal provides grants for a package of insulation measures to people on a range of passport benefits and a smaller grant to people aged 60 or over who are not on benefit. In Northern Ireland, the scheme is known as Warm Homes.
Winter fuel payments	Lump-sum yearly payments to people aged 60 or over to help with fuel bills. The amount depends on age and the number of people aged 60 or over in the household.
Working tax credit	A benefit designed to help people on low incomes, whether they are employed or self-employed. It can also include support for childcare. Extra help is available for people working 30 hours a week or more and people aged over 50 who have recently returned to work after a period on benefit.

Appendices

- The Older People’s Strategy Officer Resource Group
- The Older People’s Strategy Development Team
- The Project Management Team
- The Strategy Working Group
- Forum contact points
- Local older people’s partnership boards contact points
- Web links to community strategies
- External consultants who contributed to the strategy - Peter Fletcher associates

The Older People’s Strategy Officer Resource Group

Name	Job title	Organisation
County Councillor Dorothy Westell	Older people’s champion	Lancashire County Council
David Halpin	Lancashire County Council coordinator/NW Manager Better Government for Older People	Lancashire County Council Adult and Community Services
Jeanette Binns	Senior equal opportunities officer, disability	Lancashire County Council
Glenys Bishop	Agency manager	Anchor Staying Put, South Lancashire
Ian Cash	Chair	Carers’ Forum
Vijayanti Chauhan	Voluntary, community and faith sector liaison officer	Lancashire County Council Policy Unit
Linda Chivers	Chief executive	Age Concern Preston and South Ribble
Ms Sarah Clayton	Head of housing	Burnley Borough Council
John Collins	Local service delivery manager	The Pensions Service Local Service
Patrick Collister	Chief officer	Age Concern, Hyndburn
Judith Culshaw	Deputy chief executive	Age Concern, Preston and South Ribble

Helen Finney	Youth and community	Lancashire County Council What Now Services
Terry Garley	County ecumenical development officer	Churches Together in Lancashire
Paul Gatrell	Strategy and partnership manager	Burnley Borough Council
Fiona Goodfellow		Hyndburn Borough Council
Glenn Harrison	National Service Framework implementation manager	Preston Primary Care Trust
Terry Hephrun	Chief officer	Burnley, Pendle and Rossendale Council of Voluntary Services
Gill Irvine	Access co-ordinator	Lancashire County Library and Information Service
Denise Johnson	Director of public health and housing	South Ribble Borough Council
Ashok Khandelwal	Assistant director of therapy services	Wyre Primary Care Trust
Maureen Kirwan	Deputy director of partnership and public participation	Trust Headquarters
Steve Korta	Health liaison and service development officer	Lancashire County Council Adult and Community Services
Sharon Lewis	Senior human resources manager, quality development and equal opportunities	Lancashire County Council Adult and Community Services
Cindy Lowthian	District partnership officer	Lancashire County Council Adult and Community Services Community Engagement Team
Hilary Martin	Senior policy officer, health	Lancashire County Council Policy Unit
Inspector Ian McCann	Diversity unit	Lancashire Constabulary
Jonathan Mitchell	Strategic policy and projects manager	West Lancashire District Council
Tracy Molineux		Hyndburn Borough Council Local Strategic Partnership

Geraldine Moore	Chief officer	Age Concern Lancashire
Barrie Moreton	Economic strategy manager	Lancashire County Developments Ltd
Neil Mosley	Regional development officer north west	Help the Aged
Elaine Nixon	Older people's local implementation team	Burnley, Pendle and Rossendale Primary Care Trust
Jim Owen	Head of risk management	Lancashire Fire and Rescue Service
Matthew Ravenscroft	Project officer	Burnley Borough Council
Bill Reed	Strategic partnership development manager	Wyre Borough Council
Sally Richardson	Senior policy officer (Lancashire Partnership)	Lancashire County Council Community Engagement Team
Norman Rieper	Community recreation manager	Preston City Council
Gerry Smallshaw	Trading standards manager	Lancashire Trading Standards
Ilona Snow-Miller		Rossendale Borough Council
Oliver Starkey	Local transport planning	Lancashire County Council Environment Directorate
Liz O'Neil		Environment Agency, Preston
Anne Stewart		Business Link Lancashire Ltd
Clive Thomasson	Partnerships manager	Pendle Borough Council
Sally Turnbull	Development manager	Lancashire Economic Partnership
Alex Walker		Chorley and South Ribble Primary Care Trust
Kevin Winkley	Chief executive	Blackpool, Fylde and Wyre Society for the Blind
Andy Yeomans	Assistant county manager	Lancashire County Council Education and Cultural Services
Sheelagh O'Brien	Housing policy officer	Lancaster City Council

The Older People's Strategy Development Team

Ina Acres	Forum chair, Lancaster
Arthur Bateman	Better Government for Older People, Hyndburn Forum
David Brown	Chorley Pensioners
Margaret Moore	Chorley Pensioners
Emily Ditchfield Mr Foster June Murphy Dorothy Roskell Julia Roscoe Mr R T Storey	Individual Older People
Dr Alex McMinn	University of the Third Age
Margaret McQuoid	Better Government for Older People, Preston
Tom McDonald	Better Government for Older People, Preston
John Miller	Project Oscar Chorley and South Ribble
Pat Nuttall Derek Pellatt	West Lancashire Forum
Roger Rymer Eric Tattersall Terry Carter	Retired Unison member
David Rowbotham Brenda Rochester	Pendle Seniors Forum
Isabelle Smith	Forum chair, Rossendale
Dave Sergeant	Retired Unison member
Audrey Westwell	Forum chair, Pendle
County Councillor Dorothy Westell	Older people's champion

The Project Management Team

Members of the Project Management Team responsible for the overall development of the strategy.

Barbara Lewis	Acting Head of older people’s services (South) – Chair
Sally Richardson	Senior policy officer (Lancashire Partnership)
Michael Walder	Senior policy officer (improvement and performance)
Paul Robinson	Project manager (Local Area Agreement)
Judith Moore	Principal policy officer
David Halpin	Strategy project manager, Lancashire County Council coordinator and regional manager, Better Government for Older People

The Strategy Working Group

Members of this group contributed to the final design and structure of the strategy.

Dawn Butterfield	Acting Head of Strategic Development (Chair)
Paul Robinson	Project Manager Local Area Agreements
Jill Milward	Administrative Officer Senior Policy Officer-Health
Keith Kinley	Principal Policy Officer- Social Inclusion
Sally Richardson	Senior Policy Officer- Lancashire Partnership
Jacqueline Evans	Research Officer
David Halpin	Strategy Project Manager LCC Coordinator Better Government for Older People/ Regional manager BGOP

Forum contact points

Chorley

Patricia Bullock
Age Concern Lancashire
61-63 St Thomas's Road
Chorley
PR7 1TE
Phone 01257 233200
pbullock@ageconcernlancs.org.uk

Preston and South Ribble

Bev Fox
Arkwright House
Stoneygate
Preston
PR1 3XT
Phone 01772 552850
prestonforum@55plus.org.uk

Rossendale

Marion Howarth
37 Kay Street
Rawtenstall
Rossendale
BB4 7LS
Phone 01706 836184
acrossendale@tiscali.co.uk

Hyndburn Community Empowerment Network

Barbara Sharples
Hyndburn C and V Resource Centre
Cannon Street
Accrington
BB5 2ER
Phone 01254 232426
michelle@hyndburncommunitynetwork.org.uk

Hyndburn Age Concern

Ms Barbara Tranter
24/26 Whalley Rpad
Accrington
Lancashire
BB5 1AA
Phone 01254 871010
Ac.hyndburn@btconnect.com

Ormskirk and Skelmersdale

Lisa Kirby
Age Concern
Ecumenical Centre
North Way
Skelmersdale
WN8 6PN
Phone 01695 720406
office@aclskelmersdale.wanadoo.co.uk

Anita Abram
Ormskirk and District Seniors Club
Moorgate
Ormskirk
L39 4RY
Phone 01695 571522
anitaabram@btconnect.com

Lancaster

Jo Leeman
87 King Street
Lancaster
LA1 1RH
Phone 01524 63961
joleeman@btconnect.com

Fylde

Jo Haythornthwaite
7 St George's Road
Lytham St Annes
Lancashire
FY8 2AE
Phone 01253 725563
ageconcernfylde@yahoo.co.uk

Ribble Valley

Elaine Horsefield
4 Moor Lane
Clitheroe
BB7 1BE
Phone 01200 453072
rvoutreach@tiscali.co.uk

Burnley

Heather Johnson
61-63 St Thomas's Road
Chorley
PR7 1JE
hjohnson@ageconcernlancs.org.uk

Wyre

Pauline Kirby
4 Pringle Court
Garstang
PR3 1LN
Phone 01995 606667
paulinekirby@btconnect.com

Pendle

Linda MacSween
47 Scotland Road
Nelson
BB9 7UT
Phone 01282 442522
lindamacsween@btconnect.com

South Ribble

Mary Purdy
Arkwright House
Stonygate
Preston
PR1 3XT
Phone 01772 552850
marypurdy@55plus.org.uk

Local older people's partnership boards

If you want more information about your local older peoples partnership boards, please contact one of the following.

East Lancashire Locality Managers

Burnley, Pendle and Rossendale

Chaddesley House

Manchester Road

Burnley

BB11 1HW

Phone: 01282 425961

Fax: 01282 470142

Hyndburn and Ribble Valley

4 Blackburn Road

Rishton

BB1 4BS

Phone: 01254 887124

Fax: 01254 876680

West Lancashire, Chorley, South Ribble and Preston

Barbara Lewis

Head of older people's services (south)

Lancashire County Council

JDO

Greetby Building

Derby Street

Ormskirk

L39 2BP

Phone: 01695 585727

Fax: 01695 585796

North Lancashire

Fylde and Wyre

Locality manager

Lancashire County Council

Estate Offices

Hastings Place

Lytham St. Annes

FY8 5LZ

Phone: 01253 866130

Fax: 01253 736638

Lancaster and Morecambe

Locality manager

Lancashire County Council

White Cross

South Road

Lancaster

LA1 4XG

Phone: 01524 585560

Fax: 01524 585562

Web links to community strategies

To view the community strategy or plan for your area, click onto your district or city council and the county council web site below.

Burnley Borough Council

Community strategy

<http://www.burnleyactionpartnership.com/downloaddoc.asp?id=1896>

Chorley Borough Council

www.chorley.gov.uk

Fylde Borough Council

www.fylde.gov.uk

Hyndburn Borough Council

Community strategy

http://www.hyndburnbc.gov.uk/roundabout/opencms/system/galleries/download/www.hyndburnbc.gov.uk/pdfs/ppp/Community_Strategy.pdf

LSP

http://www.hyndburnbc.gov.uk/roundabout/opencms/community_and_living/LSP/

Lancaster City Council

District community strategy

<http://www.lancaster.gov.uk/Documents/Corporate%20Strategy/Lancaster%20City%20Council%20-%20Community%20Strategy.pdf>

LSP

<http://www.lancaster.gov.uk/Category.asp?cat=785>

Pendle Borough Council

LSP

http://www.pendle.gov.uk/site/scripts/documents_info.php?documentID=776

Preston City Council

Community strategy

<http://www.prestonstrategicpartnership.org.uk/Documents/Final%20Version%20Community%20Strategy%20.pdf>

LSP

<http://www.prestonstrategicpartnership.org.uk/Content.asp?id= SXA36E-A77F5363>

Ribble Valley Borough Council

www.ribblevalley.gov.uk/site/index.php

Rossendale Borough Council

www.rossendale.gov.uk/site/index.php

South Ribble Borough Council

Older peoples partnership board

<http://www.southribble.gov.uk/section.asp?catid=300440>

West Lancashire District Council

Community strategy

<http://www.westlancsdc.gov.uk/YourCouncil/index.cfm?ccs=527&cs=288&highlight=sustainable%20community%20strategy>

LSP

<http://www.westlancsdc.gov.uk/lsp/index.cfm?ccs=431>

Wyre Borough Council

Community strategy

http://www.wyrebc.gov.uk/Initiatives/Wyre_Strategic_Partnership/Docs/Community_Plan_-_May_2006_-_Wyre_Borough_Council.pdf

LSP

http://www.wyrebc.gov.uk/Initiatives/Wyre_Strategic_Partnership/default.asp

Lancashire County Council

www.lancashire.gov.uk