

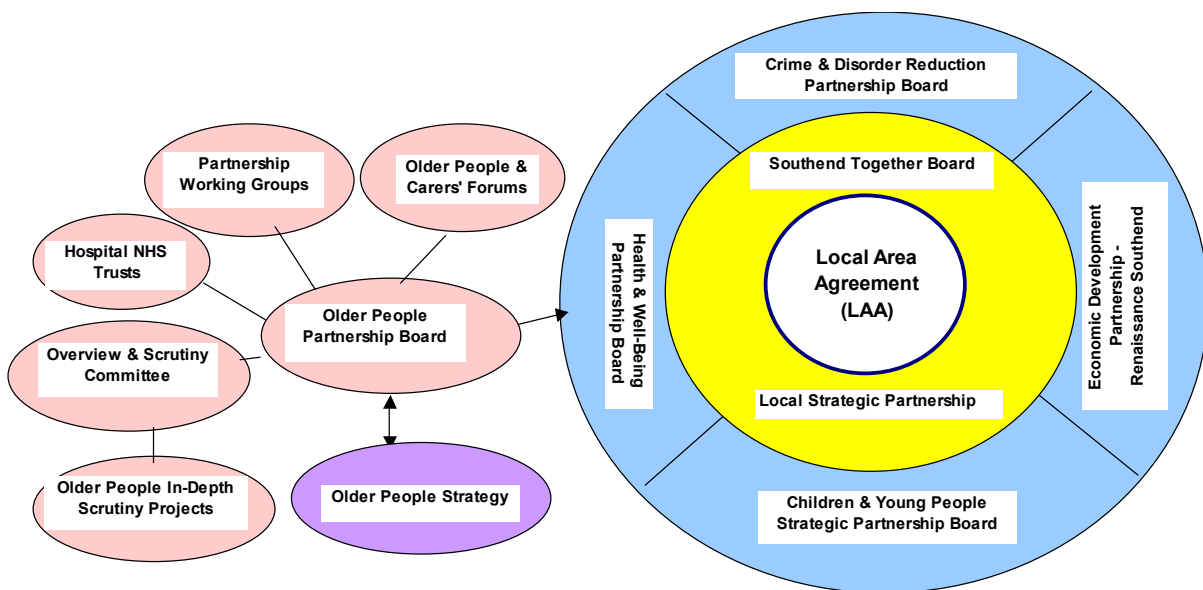
**Older People Strategy Delivery Plan 2007-2010 (Aims, Outcomes & Lead Agency)**

The Older People Strategy sets out the agreed vision for Southend and demonstrates the joint commitment of the Council and its partners to understanding and fulfilling the needs of the borough's older residents over the next three years. High on the list of older people's "wants and needs" are:

- To have good, relevant information on services and access services when needed.
- For services to be joined up in a way to improve their quality of life, choice and control.
- To be involved in decisions about issues that affect their lives and communities.
- To enjoy life as fully as possible and to be seen as citizens rather than dependent and frail.
- To feel safe, settled and secure in their home and in their neighbourhood.
- To have opportunities for learning and leisure, and the ability to get out and about facilitated through better transport links.
- To have cultural, ethnic and spiritual needs understood, respected and met.

The relationship of older people strategy and the following delivery plan will require detailed attention to ensure consistency and compatibility with other key strategic plans at the same time as avoiding the duplication of monitoring and reporting arrangements.

The Director of Adult and Community Services with the Lead Member for Adult/Older People Services plays a major role in co-ordinating partnerships, influencing commissioning decisions across the Council and the PCT and formulate the Local Area Agreement and Older People Strategy as indicated in the chart below..



It is proposed, therefore, that progress in implementing the Older People Strategy would be monitored by Health and Well-being Partnership Board (meeting six times a year) through close links to Southend's Carers' Forum and the Older Peoples Partnership Board. The Overview and Scrutiny Committee would also have an important role in this work as a follow-up to its independence and well-being project. The strategy would be reviewed and revised in September 2008 and annually thereafter

<b>A. Improve the health and well-being of Southend's older people (by being healthy and active)</b>						
<b>Our aims</b>		<b>Measuring our success (Outcomes)</b>	<b>2007-2010</b>			<b>Indicative Lead Agency/Contact</b>
			<b>YR 1</b>	<b>YR 2</b>	<b>YR 3</b>	
1.	Make our existing education, leisure and social activities more accessible for older people by actively promoting them, improving information about them, and enabling transport where necessary.	<ul style="list-style-type: none"> <li>Publish an online and hard copy directory (A-Z) of information signposting services and how to access them</li> </ul>	✓			SBC – A&CS with support from PCT
2.	Develop more day-time opportunities for older people, in partnership with the PCT, housing and voluntary sector.	<ul style="list-style-type: none"> <li>Run intergenerational activities for older people and children by working with Children's Centres and Extended Schools</li> <li>Review the number of the Councils existing day centres and support Club 60</li> </ul>	✓	✓		SBC – A&CS/C&L with support from PCT, housing & VCS SBC – A&CS
3.	Increase the number of older people participating in adult education and learning, using libraries for day opportunities	<ul style="list-style-type: none"> <li>Exceed the current take-up of adult education classes for those aged 60 years + (from the baseline of 25% of all enrolments)</li> <li>Promote the Specialist Older People or mixed reading groups and regular events held for older people including the use of Dial A Ride transport to the events at the Library</li> </ul>	✓	✓		SBC – A&CS/C&L  SBC – A&CS
4.	Identify and work with 'champions' in local communities from different cultures to help promote services like adult education	<ul style="list-style-type: none"> <li>Champions identified (linked work with Older Persons Parliament C 1 )</li> </ul>		✓		SBC – A&CS
5.	Promote older peoples rights to have mainstream services which are inclusive and accessible, including healthy lifestyles, active walking and prescription for exercise	<ul style="list-style-type: none"> <li>Sustained reduction in numbers of people who smoke; increasing participation rates in exercise; increase in numbers of older people 65+ annually inoculated against flu (baseline national target is 70% of this age group)as well as having the pneumococcal vaccine</li> <li>Programmes developed with the PCT to motivate and support older people participate in exercise and services like smoking cessation, weight management and relaxation</li> </ul>	✓	✓		PCT – supported by SBC and monitored by H&WPB  PCT – supported by SBC and monitored by H&WPB
6.	Seek to promote public health information and initiatives through consultations with pharmacists/local chemists	<ul style="list-style-type: none"> <li>Number of practices signed up to conduct "brown bag" reviews for all patients with more than 4 medications or for patients aged over 75 years.</li> </ul>	✓			PCT – supported by SBC and monitored by H&WPB

<b>A. Improve the health and well-being of Southend's older people (by being healthy and active)</b>						
<b>Our aims</b>		<b>Measuring our success (Outcomes)</b>	<b>2007-2010</b>			<b>Indicative Lead Agency/Contact</b>
7.	Develop comprehensive health checks and lifestyle advice for older people targeted at older people at most risk in the most disadvantaged communities	<ul style="list-style-type: none"> <li>• Build on the implementation of single health and social care assessments for older people (NSF target)</li> <li>• Model health check with GPs surgeries serving most disadvantaged communities agreed and piloted</li> </ul>	✓		✓	SBC - A&CS supported by PCT  PCT – supported by SBC and monitored by H&WPB
8	Explore with our partners the development of dementia services for older people	<ul style="list-style-type: none"> <li>• Move to an even balance in local provision for older people with dementia and for frail older people in need of conventional residential care</li> <li>• Develop plans for extra care sheltered housing</li> </ul>	✓		✓	SEPT – with support from SBC  SBC – A&CS
9	Work with SE Essex Primary Care Trust to deliver more community based mental health services and detect mental health issues as early as possible.	<ul style="list-style-type: none"> <li>• Improved assessment response times of screening and assessment service (single point of access)</li> <li>• Increased numbers of older people with mental health problems supported at home</li> <li>• Increased numbers of older people helped to live at home per 1,000 population for age 65 years+</li> <li>• Reduced rate of readmission to hospital (within 12 weeks of discharge)</li> <li>• Continued positive inspection reports from the Mental Health Act Commission and other regulatory and scrutiny bodies on the quality standards of the integrated service</li> </ul>	✓	✓	✓	SEPT – supported by SBC A&CS SEPT – supported by SBC A&CS  SBC – A&CS – supported by SEPT  SEPT – supported by SBC A&CS SEPT – supported by SBC A&CS
10	Explore with our health partners the feasibility of co-locating primary care and social care facilities through the local LIFT initiatives, including a drop-in health clinic (no appointment needed)	<ul style="list-style-type: none"> <li>• Continue to develop plans for (1) a new GP practice in central Southend (2) a new Healthy Living Centre in St Luke's Ward.</li> <li>• Complete implementation of above within available resources</li> </ul>	✓		✓	PCT – Supported by SBC A&CS and monitored by H&WPB  As above

B. Improve the Quality of life of Southend's older people (by supporting their independence)						
Our aims		Measuring our success (Outcomes)	2007-2010			Indicative Lead Agency/Contact
			YR 1	YR 2	YR 3	
1.	Continue to develop the falls prevention service with our partners including training and awareness raising	<ul style="list-style-type: none"> <li>Continued work with care home managers and other groups on training issues, falls prevention awareness and referral pathways.</li> <li>Decrease of older people from care homes visiting accident and emergency hospital services following a fall</li> <li>Increase in hospital admission avoidance through intervention of falls prevention services</li> </ul>	✓			<p>PCT Supported by SBC A&amp;CS monitored by H&amp;WPB</p> <p>PCT Supported by SBC A&amp;CS monitored by H&amp;WPB</p> <p>PCT Supported by SBC A&amp;CS monitored by H&amp;WPB</p>
2	Work with the Council's Highways, Enterprise, Tourism and Environment Departments to address hazards such as poor lighting, uneven pavements, potholes etc which can contribute to the rate of falls	<ul style="list-style-type: none"> <li>Reduction in complaints and reported incidents of environmental hazards associated with falls</li> <li>Reduction in number of reported falls to the falls prevention service occurring outside the home as percentage of all falls</li> </ul>	✓			<p>SBC A&amp;CS supported by SBC ETE (enterprise,travel, environment) and PCT</p> <p>SBC A&amp;CS supported by SBC ETE and PCT</p>
3.	Support more older people at home by: <ul style="list-style-type: none"> <li>developing the collaborative care (rehabilitation) service, linking with the intermediate care services, and led by the Community Occupational Therapy Service.</li> <li>reshaping our homecare services and developing a Home Care Stabilising Team to provide time-limited, intensive personal care following hospital discharge.</li> </ul>	<ul style="list-style-type: none"> <li>Supported admissions of older people to permanent residential and nursing remains maintained at a stable level.</li> <li>Increase the number of adults and older people helped to live at home</li> <li>Externalise all Home care service and complement by in-house Stabilising Team</li> <li>Positive CSCI annual inspection reports</li> <li>Improved Performance indicators for intensive home care, unit costs and for reduced admissions to residential or nursing care and for reduced emergency hospital admissions and delayed discharges</li> </ul>	✓	✓	✓	<p>SBC A&amp;CS</p> <p>SBC A&amp;CS</p> <p>SBC A&amp;CS</p> <p>SBC A&amp;CS</p> <p>SBC A&amp;CS supported by PCT</p>
4.	Maximise ability to provide community equipment to people in their own home within existing resources and continue to improve the delivery time	<ul style="list-style-type: none"> <li>Life is made easier in their own homes by the provision of equipment and adaptations to help them.</li> </ul> <p><i>Delivery of Equipment:</i> 90%+ of items of equipment and adaptations through the joint community equipment service delivered within 7 working days</p>	✓			PCT OT with support from SBC A&CS

<b>B. Improve the Quality of life of Southend's older people (by supporting their independence)</b>							
<b>Our aims</b>		<b>Measuring our success (Outcomes)</b>	<b>2007-2010</b>			<b>Indicative Lead Agency/Contact</b>	
5.	<p>Develop and implement an Older People's Accommodation Strategy and explore a network of mixed tenure extra-care housing schemes in partnership with the Primary Care Trust, the Supporting People Service and Housing including:</p> <ul style="list-style-type: none"> <li>• Work towards a reduction in the number of residential care home placements</li> <li>• Re-focus a number of existing sheltered housing schemes</li> <li>• Identify sites – and capital funding - for new extra care schemes</li> <li>• Reduce in the medium/long term the number of residential and nursing home placements commissioned</li> </ul>	<p>Older People's Accommodation Strategy agreed and published</p> <ul style="list-style-type: none"> <li>• Reduced number of supported admissions to permanent residential care</li> <li>• Balanced local provision developed by a phased shift from residential care to supported living especially for older people with learning disabilities.</li> <li>• More local people enabled to live in Southend preventing out of borough placements and in some cases help people return to Southend.</li> <li>• Extra care housing, modelled on Catherine Lodge or similar scheme developed</li> </ul>	✓		✓	✓	<p>SBC A&amp;CS</p> <p>SBC A&amp;CS</p> <p>SBC A&amp;CS</p> <p>SBC A&amp;CS</p> <p>SBC A&amp;CS</p>
6.	<p>Commission Assistive Technology Service to enable vulnerable older people to continue to live independently in their own homes, and ensure responsive services appropriate to people from all cultures.</p>	<p>Telecare facilities promoted with year on year increase in older people and their carers using assistive technology (see E 6 – link with community safety)</p>	✓				SBC A&CS
7.	<p>Link with Community Matrons to deliver prevention support and advice, and identify people who may be at risk of losing their independence early</p>	<p>Year on year increase in specialist assessments by community matrons, including osteoporosis screening /treatment, medication review &amp; health promotion</p>	✓				PCT with support from SBC A&CS and monitoring by H&WPB
8.	<p>Develop a Community Transport Strategy to enable older people from all communities and cultures</p>	<p>Community Transport Strategy agreed and published</p>		✓			SBC ETE (Enterprise, travel, environment) with support from SBC A&CS
9.	<p>Raise awareness of bus drivers of the safety needs of older people when using buses</p>	<p>Work with Southend's bus services to agree an appropriate policy and good practice in respect of the safety requirements of older people passengers</p>		✓			SBC ETE with support from SBC A&CS
10.	<p>Explore how the roles of scheme managers of sheltered housing settings can be revised in order to assist in the early identification of potentially vulnerable older people, both within their schemes and the surrounding community.</p>	<p>Contribution and enhanced role of sheltered scheme managers promoted in the Older People Accommodation Strategy and in the Crime and Disorder Reduction Strategy</p>	✓				SBC A&CS with support from SBC ETE

<b>B. Improve the Quality of life of Southend's older people (by supporting their independence)</b>						
<b>Our aims</b>		<b>Measuring our success (Outcomes)</b>	<b>2007-2010</b>			<b>Indicative Lead Agency/Contact</b>
11	Increase and actively promote services for minor repairs like 'handyperson' or small repair schemes (including Anchor Staying Put/Home Improvement Agency)	Ensure the A-Z information guide profiles the minor repairs services and the quality assurance safeguards	✓			SBC A&CS with support from SBC corporate and all departments

<b>C. Encourage Southend's older people to make a positive contribution (by ensuring they are consulted and listened to)</b>						
<b>Our aims</b>		<b>Measuring our success (Outcomes)</b>	<b>2007-2010</b>			<b>Indicative Lead Agency/Contact</b>
			<b>YR 1</b>	<b>YR 2</b>	<b>YR 3</b>	
1.	Set up a representative body of older citizens to enable regular and constructive exchange of views between citizens and politicians and officers of local strategic partners. e.g. Older Persons' Parliament.	Older Persons' Parliament or equivalent consultative and representative body established  Constitution and terms of reference and scheduled meetings agreed	✓			SBC A&CS  SBC A&CS
2.	Set up regular older people's focus groups or panels to act as sounding boards for new service models and allow the views of older people to inform and contribute to service redesign and service specifications	Older people focus groups and panels facilitated to inform service changes e.g. retendering of home care contracts.  Best Practice guide developed on supporting and using these groups	✓		✓	SBC A&CS  SBC A&CS
3.	Ensure that the membership of both of the above groups reflects the ethnic and cultural profile of our population of older people	Process of confirming membership of groups monitored to ensure consistency with the Council's equality and social inclusion policies	✓			SBC A&CS with support from SBC corporate
4.	Engage with Carers at a 'strategy day' or conference to improve services	<ul style="list-style-type: none"> <li>Effective consultation undertaken with carers.</li> <li>Needs Analysis reviewed in light of consultations</li> <li>New Carers Strategy in place and Delivery Plan agreed.</li> <li>Commissioning plans adjusted in light of existing and projected demand for residential and home-based respite care.</li> </ul>	✓	✓	✓	SBC A&CS  SBC A&CS SBC A&CS  SBC A&CS

<b>C. Encourage Southend's older people to make a positive contribution (by ensuring they are consulted and listened to)</b>						
<b>Our aims</b>		<b>Measuring our success</b>	<b>2007-2010</b>			<b>Indicative Lead Agency/Contact</b>
5.	Work in partnership with other agencies to promote volunteering, including the use of volunteers in home visiting services for vulnerable Older People	Audit of volunteering by older people/for older people undertaken  Promotional information and events co-ordinated through SAVS and other key voluntary agencies		✓  ✓		SBC A&CS supported by SAVS/VCS  SBC A&CS supported by SAVS/VCS
6.	Undertake service user experience and all citizen surveys and provide a feedback newsheet online and hard copy	Surveys and feedback outcomes completed. (Triannual comprehensive older people strategy) Surveys "quality rated" to ensure that people who speak different languages or with visual impairment can access the surveys and the newsheet in an appropriate format as required.	✓			SBC A&CS
7.	Establish a clear policy for financial support to users and carers when contributing to council business, and ensure this is widely communicated.	Policy agreed and communicated through the Council's web pages and other consultative channels	✓			SBC A&CS supported by support services/ICT
8.	Co-ordinate our surveys so that consultations are dealt with through one central point thereby avoiding duplication and consultation fatigue	Annual audit and index of agreed surveys completed to prevent duplication and ensure consistent standards	✓			A&CS supported by corporate

<b>D. Help Southend's older people exercise choice and control over their life and care</b>						
<b>Our aims</b>		<b>Measuring our success (Outcomes)</b>	<b>2007-2010</b>			<b>Indicative Lead Agency/Contact</b>
			<b>YR 1</b>	<b>YR 2</b>	<b>YR 3</b>	
1.	Improve the co-ordination of advice and information in easily accessible formats to enable older people to access the full range of community-based leisure, and lifelong learning opportunities	Advice and information services will be supported by the online and hard copy directory (A-Z) of information signposting services and how to access them (A 1)  This will also assist the development "whole system" assessments of the needs of older people	✓			SBC A&CS with support from corporate and all SBC departments  SBC A&CS with support from corporate and all SBC departments
2.	Incorporate access to those services which contribute to well-being (e.g. leisure, culture and lifelong learning) into our social care assessment process	Review the scope and potential of service user self-assessment in the social care assessment process  Pilot self-assessment with service users assessing their own situation with social workers taking a brokering role	✓		✓	SBC A&CS  SBC A&CS

D. Help Southend's older people exercise choice and control over their life and care						
Our aims		Measuring our success (Outcomes)	2007-2010			Indicative Lead Agency/Contact
3.	Increase the number of older people in receipt of direct payments by making direct payments a 'first choice' option for social care service users	<p>Stretch targets for increase in take-up of direct payments set out in Local Area Agreement to be achieved</p> <p>The following actions completed:</p> <ul style="list-style-type: none"> <li>actively promote direct payments to the public, and ensure all social workers are appropriately trained in how direct payments work.</li> <li>work with faith forums to actively promote direct payments and individual budgets for older people from BME communities</li> <li>make more use of the voluntary sector to 'champion' and advocate for direct payments</li> </ul>	✓			<p>SBC A&amp;CS</p> <p>SBC A&amp;CS</p> <p>SBC A&amp;CS</p> <p>SBC A&amp;CS supported by SAVS/VCS</p>
4.	Commission an Independent Advocacy Service and expand and more actively promote advocacy services for older people to increase the number of people receiving advocacy	<ul style="list-style-type: none"> <li>Continue to support voluntary agencies and community groups through the Compact and other measures</li> <li>Ensure that service user advocates and representatives (Age Concern, Mencap, MIND, CAB) are given an effective voice in the major reconfiguration plans for services and the communication and consultation arrangements for these reconfigurations.</li> <li>Continue to support (grant fund) and monitor a reputable local advocacy organisation for older people to assist with such issues as Direct Payments, financial and housing matters.</li> <li>Also continue to support and monitor advocacy for carers through the Carer's Forum</li> <li>Ensure appropriate advocacy services for implementing the Mental Capacity Act</li> </ul>	<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>			<p>SBC A&amp;CS supported by SAVS/VCS</p> <p>SBC A&amp;CS supported by VCS</p> <p>SBC A&amp;CS</p> <p>SBC A&amp;CS supported by carers forum/VCS</p> <p>SBC A&amp;CS supported by VCS and SEPT</p>
5.	Actively promote expert patient programmes with Health colleagues.	Continue to work with the PCT in the development of a range of expert patient programmes for older people and carers with long-term conditions	✓			PCT supported by SBC A&CS and monitored by H&WPB



<b>D. Help Southend's older people exercise choice and control over their life and care</b>						
<b>Our aims</b>		<b>Measuring our success (Outcomes)</b>	<b>2007-2010</b>			<b>Indicative Lead Agency/Contact</b>
6.	Explore the potential of developing 'brokers' for mainstream services	Learn from those authorities that have developed brokers, in addition to our home care brokerage service Plans prepared based on evaluation of such services		✓		SBC A&CS
7.	Develop and improve our translation and interpreting services and make more use of local champions and faith forums to raise awareness	Use of translation and interpreting services and faith groups reviewed  Improvement plans prepared and agreed		✓  ✓		SBC A&CS  SBC A&CS
8.	Increase training in equality and cultural competency for all staff	<ul style="list-style-type: none"> <li>All equality impact assessments on services for older people completed and appropriate training in place</li> <li>Collect, collate and review ethnicity information to show equitable access</li> </ul>	✓  ✓			SBC A&CS supported by SBC corporate  SBC A&CS supported by SBC corporate

<b>E. Ensure Southend's older people are safe and secure where they live (and enjoy freedom from discrimination and harassment)</b>						
<b>Our aims</b>		<b>Measuring our success (Outcomes)</b>	<b>2007-2010</b>			<b>Indicative Lead Agency/Contact</b>
			<b>YR 1</b>	<b>YR 2</b>	<b>YR 3</b>	
1.	Include crime related contacts and issues within a Southend A-Z information Guide, especially where should older people go for extra security and advice	A-Z information Guide published with appropriate input from the Crime and Disorder Reduction Partnership Groups	✓			SBC A&CS supported by SBC ETE corporate, al departments and local police
2.	Improve first point of contact for advice and information in personal safety and security, and ensuring this is appropriate and responsive for people from all cultures	Use of the above guide, supported by staff training, to enhance the safety and security risk checks in the initial screening and assessment process	✓			SBC A&CS supported by SBC ETE, al departments and local police
3.	Work with local Police to ensure that the particular needs of older people in Southend are recognised and introduce crime awareness and prevention campaign specifically for older and vulnerable residents	Crime awareness and prevention campaign specifically for older and vulnerable residents developed		✓		SBC A&CS supported by SBC ETE corporate, al departments and local police

<b>E. Ensure Southend's older people are safe and secure where they live (and enjoy freedom from discrimination and harassment)</b>						
<b>Our aims</b>		<b>Measuring our success</b>	<b>2007-2010</b>			<b>Indicative Lead Agency/Contact</b>
4.	Identify, profile and target the most vulnerable geographical areas in Southend and review links with local neighbourhood police officers	Comprehensive needs assessment completed as a basis for ongoing discussions and strengthened links with network of neighbourhood police	✓			SBC A&CS supported by SBC ETE corporate, al departments and local police
5.	Raise the profile of older people across the borough and ensure that the Council actively addresses the needs of all older people including possible resistance to report things for fear of consequences	<ul style="list-style-type: none"> <li>• Appointment of Older Persons' Champion at Cabinet continued</li> <li>• Progress reports to Health and Well Being Partnership Board and Scrutiny on progress in implementing the OP Strategy</li> </ul>	✓			SBC A&CS  SBC A&CS supported by PCT
6.	Deliver a co-ordinated older peoples community safety programme	<p>Older peoples community safety programme fully implemented, including:</p> <ul style="list-style-type: none"> <li>• Services for home safety checks for both health and personal safety</li> <li>• Link Assistive Technology (Telecare) development with community safety wherever possible</li> <li>• Advice, information and guidance about community safety incorporated into initial assessments of social services clients</li> <li>• More road safety awareness raising initiatives for older people, particularly around the use of prescribed medication and driving</li> <li>• More joint home and personal safety checks with Health, the Fire Service and the Police delivered</li> </ul>		✓		SBC A&CS supported by SBC ETE corporate, al departments and local police
7	Work with the Community Safety and Crime Reduction Partnerships to achieve the targets set out in the LAA to ensure older people feel safe and secure in their local communities	Local Area Agreement targets agreed, progress monitored and targets across three years achieved	✓			SBC A&CS supported by SBC ETE

F. Safeguard the economic well-being of Southend's older people						
Our aims		Measuring our success	2007-2010			Indicative Lead Agency/Contact
			YR 1	YR 2	YR 3	
1.	Introduce a campaign to raise awareness and use of attendance allowance and other benefits to fund homecare etc	Campaigns planned and launched with voluntary sector and external provider support	✓			SBC A&CS supported by , VCS and DWP
2.	Use voluntary organisations to carry out regular take up campaigns and make use of leaflets that already exist (e.g. Age Concern, DoWP);	As above	✓			SBC A&CS supported by VCS
3.	Profile and target areas and people who consider themselves not to have enough money for their daily needs and activities.	Comprehensive needs assessment and further consultations with user and carer groups to identify and target those most in need	✓			SBC A&CS
4.	Support older people and carers to take up statutory and non-statutory benefits and grants by introducing new ways in collaboration with voluntary agencies and the DoWP of accessing information	<ul style="list-style-type: none"> <li>Continued work between SBC and the DoWP to streamline benefit application processes</li> <li>Support CAB and other agencies providing direct advice and assistance for older people in completing benefit applications</li> </ul>				<p>SBC A&amp;CS supported by , VCS and DWP</p> <p>SBC A&amp;CS supported by , VCS and DWP</p>
5.	Through the Carers Strategy, actively support carers to have opportunity to re-enter education, training or employment, and have benefits advice and support. This will include improved access to information, advice and guidance.	<ul style="list-style-type: none"> <li>Review of opportunities for supporting return to work for Carers including availability of vocation training and development programmes undertaken</li> <li>continued extension of Direct Payments and allied services as appropriate for carers</li> </ul>	✓		✓	<p>SBC A&amp;CS</p> <p>SBC A&amp;CS</p>
6.	Implement awareness raising and policy changes needed following the new Age Discrimination Act, to include reviewing all HR policies and systems	<ul style="list-style-type: none"> <li>Review completed of the way job descriptions are written and posts are evaluated/ advertised) to ensure older people are not discriminated against by the council as a major employer in SE Essex</li> <li>Work with Council's HR to improve employment rates for older people with disabilities by the Council.</li> <li>Best practice implemented</li> </ul>				<p>SBC A&amp;CS</p> <p>SBC A&amp;CS supported by SBC Corporate HR</p>
7.	Develop an Older Persons Benefit and Grants check list	Check list formulated in collaboration with DoWP and voluntary agencies Work towards its integrated in whole system assessment process	✓		✓	SBC A&CS supported by VCS/DWP

<b>G. Ensure the personal dignity of Southend's older people</b>						
<b>Our aims</b>		<b>Measuring our success</b>	<b>2007-2010</b>			<b>Indicative Lead Agency/ Contact</b>
			<b>YR 1</b>	<b>YR 2</b>	<b>YR 3</b>	
1.	Reinforce core values of Better Care/Higher Standards	<ul style="list-style-type: none"> <li>• Nine core values that reinforce the values of safeguarding the personal dignity of service users and carers agreed between health, housing and social care services as communicated through the annual long-term Care Charter</li> </ul>	✓			SBC A&CS
		<ul style="list-style-type: none"> <li>• Continued training through induction and other in-house programmes to reinforce core values, including Mental Capacity Act best practice guidance</li> </ul>	✓			SBC A&CS with support from SEPT
2.	Improve first point of contact for advice and information, and ensuring this is appropriate and responsive for people from all cultures	<ul style="list-style-type: none"> <li>• Develop person centred planning, engaging service users fully in the assessment process, recognising the importance of their contribution</li> </ul>	✓			SBC A&CS
		<ul style="list-style-type: none"> <li>• Targets for issuing statements of need – 100%</li> </ul>	✓			SBC A&CS
		<ul style="list-style-type: none"> <li>• 70%+ of health/social care assessments completed within 48 hours of initial contact</li> </ul>	✓			SBC A&CS
		<ul style="list-style-type: none"> <li>• Conduct joint carer assessments where both the carer and the cared for person have an input into their care plan</li> </ul>	✓			SBC A&CS
3.	Ensure our buildings are appropriate to the needs of older people with disabilities	Continue to keep under review access arrangements for older people with disabilities, ensuring design fit-for-purpose any proposed new builds e.g. Healthy Living Centre (A 10)				SBC A&CS
4.	Ensure choice for an older person in residential or nursing home placements according to their needs and wishes and the availability of their own bedroom	In respect of their dignity and privacy, this request should be met wherever possible.  Target is 100% of single adults and older people to be allocated single rooms	✓			SBC A&CS
5.	Deal with complaints in a timely, appropriate and sensitive way	<ul style="list-style-type: none"> <li>• Keep under review the Adult social care and Health complaints systems, ensuring all timescales for responding to complaints are met, and report annually on performance</li> </ul>	✓			SBC A&CS
		<ul style="list-style-type: none"> <li>• Work towards joint or consistent health and social care complaints systems by 2009 as proposed in the White Paper</li> </ul>		✓		SBC A&CS supported by PCT and monitored by H&WPB

<b>G. Ensure the personal dignity of Southend's older people</b>						
<b>Our aims</b>		<b>Measuring our success</b>	<b>2007-2010</b>			<b>Indicative Lead Agency/ Contact</b>
6.	Continue to develop the joint strategy for the Protection of Vulnerable Adults with partners	<ul style="list-style-type: none"> <li>• Consolidate the Safeguarding Adults – Adult Protection service, ensuring the full implementation of the “No Secrets Guidance” and safeguards for the range of vulnerable adults.</li> <li>• Staff training programmes provided</li> <li>• Referral levels and response times of Safeguarding Adults – Adult Protection service monitored</li> <li>• Review of 2007/2008 year of operation of the Safeguarding Adults – Adult Protection service.</li> </ul>	✓			SBC A&CS
			✓			SBC A&CS
			✓			SBC A&CS
			✓			SBC A&CS