

Our Today, Our Tomorrow

Gateshead Strategy for
Older People 2014-2017

*“I enjoyed growing up in
Gateshead, I hope to enjoy
growing older here too.”*

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Foreword

Older people are an important and growing section of the population due to the fact that people are now living longer. At a national and local level the proportion of older people in the population will continue to rise, meaning it is likely that more people will need to access health and social care services.

This brings challenges for services, to ensure that they can continue to meet the needs of older people, particularly at a time of reduced funding. However, it also gives an impetus to services, organisations, and to older people themselves, to change the way we work together by developing skills and making best use of the knowledge and experience of older people to the benefit of themselves and others.

Gateshead Council has a long history of partnership working around older people's needs and aspirations, through the Gateshead Older People's Partnership and various other partnership arrangements. The Gateshead Older People's Partnership is made up of a range of key statutory and voluntary organisations. The Partnership has recently conducted a review of its membership, terms of reference and organisation, and a number of new partners and members are now involved. This is crucial to the delivery of the strategy.

The Partnership has developed this strategy and is keen to take forward work on developing and implementing actions to improve the quality of life and health and well-being of older people in Gateshead.

Gateshead Council is pleased to endorse this strategy, and to play a key role, with other partners, in delivering it.

Councillor M. McNestry - Cabinet Member for Adult Social Care

Councillor C. Donovan - Cabinet Member for Health and Wellbeing

Executive Summary

Gateshead Older People's Strategy 2014 – 2017 sets out a framework for partners to work together to improve the quality of life and health and wellbeing of older people in Gateshead.

The strategy is structured around four key themes, under which a number of key outcomes for the next three years have been identified.

The strategy has been developed by Gateshead Older People's Partnership, and the Partnership will be responsible for taking forward and implementing it. The Partnership will produce an annual report on progress to share with older people and other stakeholders.

Background

Gateshead Older People's Strategy 2014 - 2017, is Gateshead's third strategy for older people. It has been written by Gateshead Older People's Partnership, a multi-agency partnership, made up of statutory and voluntary agencies that develop, commission or provide services for older people, or which seek to give a voice to older people. It is a refresh and update of the Older People's Strategy 2011 – 2014.

Strategic aims and themes

The overall aim of the strategy is to improve the quality of life and health and wellbeing of older people in Gateshead.

We want to achieve this for all older people in Gateshead, regardless of where they live, their culture, religion, beliefs, gender, gender identity or sexual orientation, or whether or not they have a disability. We will do this by working in partnership with local agencies, local communities and local people.

The strategy seeks to meet the needs of a diverse range of older people, including more vulnerable older people who may receive care services, older people with dementia and other mental health problems, and tomorrow's older people, who are now in their 50s.

The Older People's Strategy is structured around four key themes:

- Making a positive contribution
- Being informed
- Living well
- Keeping healthy and active.

National drivers

There have been a number of significant changes at a national level in the last three years which have, and will continue to, impact on older people. In particular;

- The creation of Clinical Commissioning Groups, which puts GP's and clinicians at the front line of commissioning for health services with the aim of serving patients and the population more effectively.
- The creation of Health and Wellbeing Boards and the transfer of the Public Health function to local authorities.
- The introduction of the Better Care Fund, which will be used to drive better integration between health and social care, with the ethos of – the **Right Care**, in the **Right Place** at the **Right Time**.
- Most recently the Care Act received Royal Assent in May 2014 and will come into effect from 2015. As well as consolidating the law relating to adult social care and support, the Act also introduces a number new duties and responsibilities for local authorities, and new financial arrangements.

Local drivers

Gateshead Older People's Strategy contributes towards Vision 2030, Gateshead's Sustainable Community Strategy, and its vision for Gateshead:

'Local people realising their full potential, enjoying the best quality of life in a healthy, equal, safe, prosperous and sustainable Gateshead.'

Partners involved in Gateshead Older People's Partnership

The key partners involved in Gateshead Older People's Partnership currently are:

- Age UK Gateshead
- Gateshead Older People's Assembly
- Sight Service
- Equal Arts
- Stroke Association
- Gateshead Council
- Gateshead Clinical Commissioning Group
- Gateshead Health Foundation Trust
- South Tyneside Foundation Trust
- The Gateshead Housing Company

How the strategy was developed

The strategy is a refresh of the Gateshead Older People's Strategy 2011 – 2014. The four key themes emerged during the development of that strategy, from what older people told us was important to them, and from considering national and local policy and strategies and the evidence base. The Gateshead Older People's Partnership reviewed these themes as part of the development of the refreshed strategy and agreed that they still provide a useful structure to our work.

The strategy builds on the progress we have made in the last three years on the priorities and actions identified in the last strategy. A separate end of strategy report is available which details those achievements.

Under each theme in the strategy we identify the key outcomes that the Older People's Partnership will be concentrating on over the next three years, to improve the quality of life and health and wellbeing of older people for 'today and tomorrow'.

In developing this refreshed strategy we have considered what changes there have been in the last three years, nationally and locally, feedback from older people, and what work is being taken forward through other strategies and partnerships that impact on older people, so that we compliment, not duplicate, their work.

The key outcomes in this strategy cover the areas where the Older People's Partnership will be concentrating our effort, where we think we can bring added value by working together.

We will also ensure that the work going on across other partnerships and organisations is taking into account the needs and concerns of older people.

Themes and key outcomes 2014 - 2017

Under the four key themes we have identified a number of key outcomes for the coming three year period. This will give a structure to how we will develop and monitor our work to deliver the strategy.

Making a positive contribution

Older people building on and using their experience, skills and knowledge.

Key outcomes

- Assist older people to develop their skills and knowledge.
- Encourage older people's involvement in volunteering.
- Support older people to have their say and contribute to service development.

Being informed

Easy access to good quality information and advice about services and opportunities to enable independence, choice and control.

Key outcomes

- Support older people to access the information and advice they need.
- Encourage the availability and use of advice and advocacy services for older people when required.
- Help older people to maximise their income, and reduce fuel poverty.

Living well

A focus on housing, community, and access to safe and good quality health and social care services.

Key outcomes

- Support more opportunities and initiatives to tackle social isolation among older people.
- Strengthen ways to enable older people to remain in their homes and communities for as long as they want to.
- Promote older people friendly communities and initiatives.
- Contribute to vulnerable older people being able to achieve the best possible quality of life.

Keeping healthy and active

Prevention, wellness, and opportunities to access local leisure and lifestyle services

Key outcomes

- Promote key prevention areas to improve older people's health as well as supporting older people to access services and support available to them.
- Improve older people's access to lifestyle and leisure services.

Delivering the strategy

The Older People's Partnership is responsible for monitoring the strategy and ensuring that it is implemented.

Building on the themes and key outcomes we have identified in the strategy we will develop a detailed Improvement and Development Action Plan, and will involve older people in this process. The action plan will identify the specific issues and actions that we will take forward over the coming three years, who will be responsible for them, and the outcomes we expect.

We will monitor the action plan through the regular meetings of the Older People's Partnership. This will allow us to respond quickly to any future changes and new priorities.

The Older Peoples Mental Health Strategy Group will develop and monitor a separate Improvement and Development Action Plan focusing on older people's mental health. This group will give regular updates to the Older People's Partnership.

The Older People's Partnership will produce an annual report of our progress to share with older people and other stakeholders.

The Older People's Partnership is made up of the following key partners:

- Age UK Gateshead
- Equal Arts
- Gateshead Clinical Commissioning Group
- Gateshead Council
- Gateshead Health Foundation Trust
- Gateshead Older People's Assembly
- Sight Service
- South Tyneside Foundation Trust
- Stroke Association
- The Gateshead Housing Company