
Report To:	Health & Social Care Committee	Date: 21 October 2010
Report By:	Corporate Director Inverclyde Community Health & Care Partnership	Report No: SW/38/10/EMcK/AM
Contact Officer:	Barbara Billings	Contact No: 01475 714015
Subject:	Celebrating Experience - Inverclyde Council's Commitment to its Older Citizens	

1.0 PURPOSE

- 1.1 This report is to advise Committee of the ambition for supporting older people living in Inverclyde to remain safely in their own homes and to be valued and respected as part of their community.
- 1.2 The actions and initiatives proposed form the basis of a corporate approach to enhancing the role of older people as active citizens in Inverclyde. In line with national policy directions to;
 - Feel valued and respected as part of their community;
 - Be able to live a full and active life in safe and secure surroundings; and
 - Have every opportunity to remain independent, to have freedom of choice and control over how they live their lives.
- 1.3 The appended document provides an opportunity to begin to make the changes required and form an important milestone to developing a corporate strategy which will affect a growing number of people in Inverclyde. It is consistent with priorities in the Single Outcome Agreement and Corporate Plan.

2.0 SUMMARY

- 2.1 Celebrating Experience: Inverclyde Council's Commitment to Older Citizens builds on current strategic and service priorities including the establishment of the Older People's Champions Scheme to raise the profile of Older People and the contribution they can make as active citizens.
- 2.2 The key actions and themes will form the basis of a strategy that will focus on creating the conditions and interventions to encourage active citizenship and will support positive health and wellbeing.

A National Reshaping Older Person's Strategy will soon be published following outcomes from the 8 reshaping care work streams. This will give the overarching direction for the further development of an Inverclyde strategy for older people ensuring a focus on supporting independence.

This approach is timely and will be essential to decisions on how we redesign and deliver services in the future, facilitating a corporate approach which will focus on developing an integrated approach to active citizenship.

- 2.2 The proportion of our population who are aged over 65 will continue to rise. We also know that people are living longer and enjoying a healthier older age. The aspirations

and expectations of older people are changing and will continue to change, Our challenge is to listen to our citizens and work in partnership to provide high quality and responsive services.

Older people should be involved in decisions affecting them and need to be involved in decisions around future redesign and service delivery that promotes positive health and wellbeing.

- 2.3 This requires a holistic approach and is relevant across a range of Council and NHS services.

3.0 RECOMMENDATION

- 3.1 The Committee is asked to endorse the commitment and actions outlined in the appended report.

Robert Murphy
Corporate Director
Inverclyde Community Health & Care
Partnership

4.0 BACKGROUND

4.1 The proportion of our population who are aged over 65 will continue to rise. We also know that people are living longer and enjoying a healthier older age.

4.2 Alongside health and social care services, a range of other services such as housing, transport and general neighbourhood environmental services will need to respond to the changing demands an increasingly ageing population will bring.

It is also recognised that other services such as community learning, arts, sport and leisure play an important role in contributing to active ageing and improving the quality of life, health and wellbeing for older people.

4.3 Older people living in Inverclyde have told us about the things that matter to them being able to be part of their community, to live in safe neighbourhoods, being able to live in their own home, having good health, transport, and access to local facilities, being treated with dignity and respect, being in control and having choice over their care when they need it.

4.4 The following themes have been identified to help fulfil the ambition for Older People living in Inverclyde:

- Provide support to help older people to be as independent as possible
- Ensure that older people have control over their lives
- Provide opportunities for older people to contribute to their communities and public life
- Ensure that older people are able to choose how they are cared for and supported as they get older
- Always remember that older people are individuals and should therefore be treated with respect, courtesy and consideration
- Work to ensure that older people are protected from harm and neglect and feel safe at home and in their communities

4.5 The key actions and themes appended will form the basis to help shape our approach to encourage active citizenship and to support positive health and wellbeing.

4.6 The actions build on existing arrangements and recommend that the Older Peoples Champions lead on engaging with key representative groups and services to develop a strategy and action plan. The proposal for a launch and conference will provide the impetus to expand the involvement of services as outlined in 2.3 above. To develop our approach.

5.0 PROPOSALS

5.1 Remit Older people Champions to progress actions in the statement.

5.2 Acknowledge these are initial steps to develop a strategy and action plan that embraces active citizenship.

5.3 Support the development of independence in a safe environment through the wider corporate commitment to this agenda.

6.0 IMPLICATIONS

6.1 Legal: None

6.2 Finance:

Cost Centre	Budget Heading	Budget Year	Proposed Spend this Report	Virement From	Other Comments

6.3 Personnel: None

6.4 Equalities:

Meets our obligations to recognise positive contribution involvement and participation of representative groups within Inverclyde.

7.0 CONSULTATION

7.1 Older People's champions and representative groups.

8.0 LIST OF BACKGROUND PAPERS

8.1 Celebrating Experience: Inverclyde Council's commitment to its Older Citizens attached.

