

NORTH YORKSHIRE COUNTY COUNCIL

CARE & INDEPENDENCE OVERVIEW & SCRUTINY COMMITTEE

3 February 2011

Annual Report of the Older People's Champion and Adult & Community Services update

1.0 Introduction:

- 1.1 This is my tenth Champion's report to this committee. Previous reports have linked to the older people's national service framework, and to the Department of Health's initiatives of Dignity in Care and Let's Respect (older people with mental health needs).
- 1.2 This report will also contain updates from the adult & community services directorate on key areas, mainly in social care.
- 1.3 As required of the NYCC Champion's role specification, I shall seek to present this report, with local social care updates at subsequent area committees.

2.0 My Report

- 2.1 I have had another extremely busy year – I have been involved with issues concerning older people at every level:
 - locally as the Area Champion for Craven;
 - as NY OP Champion ensuring that the voices of older people in the County are heard and the appropriate opportunities offered for older people to speak out;
 - at a regional level through Future Years, the Yorkshire and Humber Forum on Ageing;
 - in a national capacity as a member of the UK Advisory Forum on Ageing; and
 - as a member of the NHS Overview and Scrutiny Committee in North Yorkshire.
- 2.2 My two most recent reports have been drafted against a backdrop of the Dignity in Care agenda, and although we have a new Government, the Dignity agenda is still active but expected to have become embedded in the care services. Continuation of the Dignity agenda is now active through an interactive website. www.dignityincare.org.uk and Dignity Action Day is on 25th February. Once more the theme is : 'Give the Gift of Time'.
- 2.3 Much of my work has been around **engagement** with older people, listening to their concerns and ensuring they have an opportunity and are empowered to speak out.
- 2.4 I am a member of the NY 'Equalities Impact Assessment' Group. This group has received training and considerable support from officers of NYCC to carry out our role in ensuring that the Equalities Impact assessments have taken account of any adverse impacts, especially those on older people in all their diversity in the county. This has replaced the Scrutiny Task Group which monitored the implementation of 'Our Future Lives' strategy. The first meeting combined training with assessing the impact on older people of the proposed changes in the concessionary fares scheme. This work contributed to a change to the original proposal that the County Council adopt the national scheme for the use of the bus passes. The statutory national scheme is for the bus passes to be used only from 9.30am to 11.00pm. This would have discriminated against many older people who live in

the remotest parts of North Yorkshire. NYCC is to adopt a scheme which allows the use of bus passes from 9.00am until 6.00am

- 2.5 Our second meeting just before Christmas related to the proposals for closing all except for 18 of the most heavily used libraries and the discontinuance of our mobile library service. The County Council is required to provide a comprehensive and efficient service. We examined the specifications to be used in looking at the impact of the closure of small part-time libraries in many of our villages. Older people are the biggest users of our libraries and we have invested heavily in this service over the last few years, which also acts as access centres for the internet, where there is support for those not familiar with the use of computers to access the internet.
- 2.6 As the Area Champion for Craven I have given the encouraged older Craven residents to be actively engaged in the consultation through the Craven Older People's Reference Group. I continue to chair this Group, which meets bi-monthly. Our January meeting will be developing a response to the closure of our small libraries in Craven.
- 2.7 At a regional level through the Yorks. & Humber Forum on Ageing (Future Years) we have completely reorganised and reviewed our membership to reflect the growing elderly population and the importance of how older people are empowered to speak out so that their voices are heard by Government. More than half the members of the Executive of Future Years are required to be older people. Two nominations were sought from each sub area in the region and I was nominated by the North Yorkshire Forum for Older People to represent North Yorkshire's older people's views.
- 2.8 Our first attempt at a consultation across the whole of Yorkshire & Humber was to seek older people's views on changing the name of 'Geriatric' Units in hospitals. A report of the outcome of this consultation is attached as appendix 1. This had been a spin off from the Dignity agenda and is a wish to change a name which has a stigma attached to it and associated with being perceived as decrepit!! The aim is to have the name change adopted across the whole of the UK
- 2.9 It is also part of an agenda to influence policy makers not to treat older people as one homogeneous group. This reflects the direction already taken within NYCC and described above.
- 2.10 I attend the North Yorkshire Older People's Partnership Board which meets quarterly and was specifically set up to engage with older people and the 'Fifties Forums' across North Yorkshire. Membership is geographical ensuring representation from all groups across the County. When I can I also attend the monthly meeting of the North Yorkshire Forum for Older People.
- 3.0 My job profile as champion also requires me to keep abreast of all Government policy initiatives.** My membership of regional and national forums also provides an opportunity to influence policy by using our local evidence especially of how rurality impacts on service delivery and demand. I use my contacts within directorates and the community to inform my contribution.
- 3.1 Dementia Services have been high on the Government's agenda in 2009/10. I am a member of the Yorkshire & Humber, National Dementia Strategy Implementation Group to oversee and monitor the implementation of the Dementia Strategy across Yorkshire & Humber.
- 3.2 In connection with **dementia** I was invited to be a member of the Memory Bank Advisory Panel.

York Film Archive was given funding for a project which creates short films made from their archive of old films, for showing to older people with dementia. A short film is shown and this is followed by carers trained to stimulate discussion amongst those with dementia.

- 3.3 **Carers** are high on the 'new' Coalition Government's agenda. I was invited to be a member of the Regional Carers' Strategic Partnership. The objectives of this group are to:
- "Act as an advisory body to inform regional decision/policy making that may have an impact on Carers.
 - "Ensure that the development of health and social care workforce incorporates training on carer issues
 - "Refer matters, where appropriate, to ADASS at a regional level and the Standing Commission on Carers at a national level"
- 3.4 The Coalition Government retained the former Government's Strategy for Older People, contained in the document 'Building a Society for all Ages', re-titling it '**Ageing Well**'. Some of the proposals, e.g. A One Stop Shop offering information for older people, were abolished. A switch card proposal has been progressed through a pilot scheme in Essex and Southampton (this card is for use as a bus pass and retail use where discounts are offered to older people).
- 3.5 You will recall that the former Government reviewed the way it engaged with older people in the UK. The UK Advisory Forum on Ageing was set up and I was asked to be a member in 2009. It was developed to be chaired by two ministers with 30 members 11 of whom were from the regions in the UK.
- 3.6 The new coalition Government has announced its commitment and continuation of this Advisory Forum. Ministers, Steve Webb MP (DWP) and Paul Burstow, MP (Minister for the Care Services) jointly chair the Forum and have attended the two meetings so far held since the General Election. Four meeting dates are now in our diaries for 2011.
- 3.7 This provides an excellent opportunity for me to keep abreast of all Government initiatives and to alert colleagues in the county. We receive presentations from senior civil servants to introduce policies such as The Equalities Act and bring to Government's attention the issues concerning older people in this region. I recently gave feedback to the Minister on North Yorkshire's consultation on Concessionary fares highlighting some of the responses we had been given.
- 3.8 As with many matters, the UK Advisory Forum offers a huge opportunity for networking and getting to know new representatives from national agencies. At our last meeting we met the Clinical Director for Older People, Professor David Oliver. He has encouraged us to work with him in the interest of older people and says he always answers e-mails!
- 3.9 I am very active in the digitalisation agenda. The previous Government had a scheme to bring Broadband and IT skills to 195 residential care homes in the UK (1%). I encouraged homes in North Yorkshire to apply through ACS and I was very disappointed to see no successful applications. This could be because of the relatively poor access to broadband in many parts of North Yorkshire.
- I sit on the National Advisory Group – Get Digital, which monitors the implementation of this scheme which was retained by the coalition Government.
- 3.10 Yorkshire will become totally digital in 2011 and I am ensuring that older people are aware of their rights in this connection e.g. there is no such thing as a digital aerial, any TV can be

adapted with a 'digibox', no matter how old the TV. Letters will start to come out from January 24th to residents in North Yorkshire over a six week period.

- 3.11 Last but not least, the UK Advisory Forum has set up a Rural and Ageing Consultative Group, with North Yorkshire in mind I offered to be a member in a group of four. We have had meetings with DEFRA, who leads on helping Government departments to work more closely together assessing the impact of the developing policies on older people and rural areas.
- 3.12 I have attended and continue to attend various conferences in connection with keeping abreast of the national issues. **Conferences attended :**
- National Association of Councillors (as speaker)
 - "Growing Old Gracefully".
 - Commissioning and Procurement
 - York and North Yorkshire Volunteering Conference
 - Our Digital Future
 - I am booked to attend the Annual Age UK conference.

County Councillor Shelagh Marshall
Member of North Yorkshire County Council, NYCC Older People's Champion and Craven Area
Committee Older People Champion.
(Annual Report)
January 2011.

Appendix 1: What's in a name?

Appendix 2: Annual ACS update

WHAT'S IN A NAME?

Early in 2010 the members of the UK Advisory Forum on Ageing agreed that a campaign should be launched to change the media's attitude and style of reporting on older people. The fact that today many older people are living much longer and are remaining very active should give a very strong indication to all, that older people cannot be described as one homogeneous group.

At the same time, Future Years, the Yorkshire and Humber Forum on Ageing (and represented on the UK Advisory Forum) was asked by one of its members, Dr. Oliver Corrado to engage with older people in the Region and ask:

“What should we call UK hospital departments specialising in the treatment and care of older people?”

Dr. Corrado states that Geriatric medicine is the largest of the medical sub specialities and originated in the United Kingdom when in 1943 Marjory Warren as the Deputy Medical Superintendent of the West Middlesex Hospital in Isleworth, London, recognised that many old people in her hospital had an inadequate diagnosis and poor treatment and rehabilitation.

However, Dr. Corrado is strongly of the view that “Geriatric” has become increasingly unpopular because of the stigma attached to the word with many believing it is associated with being decrepit. He goes on to say that as a result few departments in the UK now call themselves Departments of Geriatric Medicine with many preferring titles such as Departments of Medicine for the Elderly and Departments for Older People. This has resulted in many different names for those departments with no standardisation of nomenclature.

All Regional Forums are charged with the specific task of engaging with older people, listening to their views and feeding these back to the UK Advisory Forum. The survey was sent out through Future Years' network within Yorkshire and Humber by Melanie Ndzinga who collated the responses.

A questionnaire was devised which incorporated a brief introductory paragraph and asking respondents for their age and gender (optional questions) and then offering them a list of 6 alternative names to be placed in order of preference and also asking whether respondents had alternative suggestions.

The 6 were:

- | | |
|----------------------------|---------------------------|
| Care of the Elderly | Medicine for the Elderly |
| Medicine for Older Persons | Medicine for Older People |
| Geriatric Medicine | Ageing and Health |

These alternatives were chosen as in two previous recent surveys undertaken by Baylis et al* and Murphy et al.* they appeared to be the most commonly used and most popularly favoured names.

This is the first time that such a consultation has included asking older people for their views on the name. Approximately 100 responses were received and **the first choice was Ageing and Health, closely followed by Care of the Elderly.**

End.

Dr. Oliver Corrado is a Consultant Physician, and Co-director, West Yorkshire Foundation School, Leeds General Infirmary.

Ref: * Dept. of Medicine for Older People. Baylis, JRG Marigold, J. Adams, 2010 Meeting of Spring BGS Edinburgh (abstract)

Ref. * The Changing Name of Our Specialty. L.Murphy, R. Regester, A.Cracknell, PW Belfield 2009 Meeting of Autumn BGS Harrogate (abstract)

The UK Advisory Forum on Ageing meets 4 times a year and is chaired jointly by two Ministers, Steve Webb MP (DWP) and Paul Burstow MP, Minister for the Care Services.

NORTH YORKSHIRE COUNTY COUNCIL

CARE & INDEPENDENCE OVERVIEW & SCRUTINY COMMITTEE

3 February 2011

**Supplementary to
Annual Report of the Older People's Champion and Adult & Community Services update**

Introduction:

This report supports the report of the Older People's Champion's report and briefly outlines the continued work in Adult and Community Services in transforming older people's services in North Yorkshire.

It has been a year in which the Council has sought to make its services more efficient whilst, post-election, preparing for major cuts in public sector funding. Notwithstanding this there continues to be ongoing major transformational changes with the intention of improving and enhancing older people's services.

Ongoing Investment

Adult and Community Services remained the only partner of the NYSP continuing to fund the Older People's Partnership Board and supported the development of a more formal reporting mechanism and relationship between the Board and the Adult Strategic Partnership. ACS continues to send senior officer representation to the Older People's Board. It supported proposals with financial commitment to fund a winter issues conference run by older people but unfortunately this had to be postponed.

Low level prevention services used primarily by older people continued to receive focussed funding from ACS via Age Concern North Yorkshire to run a range of services to assist people remain in the community. Priority for investment saw projects supporting people with dementia receive most of the assured funding.

Transformation of Services

As far back as 2007 when ACS first produced its Strategic Commissioning Plan 2007-2022 ACS committed itself to the transformation of Older People's Services. The key goal was to commit the Directorate to supporting people in homes of their own be it the family home or alternative accommodation where people still had their own front door. Care and Independence will be aware that year on year we have supported more older people to live independently at home and that ACS achieved its targets of reductions in admissions to residential care. Last year's target was a 10% reduction.

During the past year there has been further progress in the development of Extra Care facilities in Tadcaster and Richmond with a third development about to start in Settle at Lower Greenfoot.

There continues to be major investment in telecare services and with local team targets we have seen the number of people receiving support via telecare increase. While not all of this increase is in the numbers of older people, they do continue to be the majority. We have, with regional partners, developed a range of videos and podcast case studies outlining the benefits of telecare where the voices of older people are well heard.

The big investment has been in reablement services resulting in a major transformation of our domiciliary services. This has resulted in a rolling programme of retraining staff and giving them a new set of skills. The focus of this work is about giving people up to six weeks of intense input geared to helping people regain lost skills, build confidence and give them the tools to remain independent longer. The positive effects of this service are already being seen. Older people again are the major beneficiaries of this service.

The other area ACS would wish to highlight is the number of older people now benefiting from the personalised budget approach. People are having a tangible role in shaping their services as never before. Once need is assessed and people are given an indicative budget they now play an even more proactive role in shaping the service with that budget. While some are selecting to actively manage their own budget the indications are that most prefer us to manage it on their behalf.

The ongoing development of personalised budgets has another beneficial effect. Budgets are allocated according to need. What this is resulting in over time is a more equitable approach to service delivery. Labels such as learning disability, mental health or frail older people become less important. Irrespective of age, people are being viewed as people who may need a level of support to remain independent. This is becoming a major culture shift within the organisation much supported by our older people's champions.

DEREK LAW, MBE
Corporate Director Adult and Community Services.