

Ageing Well in Daventry District Strategy

2017 – 2021



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Vision Statement

We want Daventry District to be a place where older people are able to live independent, healthy and active lives for as long as possible. We want cross generational communities to be places where older people are valued and listened to. We want accessible and flexible services for older people that have been developed with the involvement of older people, regardless of disability, ethnicity, gender or any other characteristic.

This strategy sets out our vision for “Ageing Well in Daventry District” up to 2021. On its adoption, it will replace the Older People’s Strategy 2012 to 2015.

It has been written by Daventry District Council with input from the Daventry & District Forum (DDF).

Information

This strategy details:-

- Introduction to "Ageing Well in Daventry District"
- The Changing Demographics of Daventry District
- Implications for Council Services
- Key Issues
- Key Actions

Daventry District Council's Older People's Strategy was adopted in 2010 and is being reviewed to reflect the ever-changing needs and aspirations of older people living within Daventry District, whilst taking into account the austere economic times faced by all local authorities and local communities.

This Strategy has been developed in partnership with the Management Committee of the Daventry & District Forum (DDF). DDF is an independent body run by the over fifties to enhance the quality of life to those living in Daventry District.

The Management Committee is elected from the membership and organises forum meetings to provide information on matters affecting the over fifties and campaigns for appropriate action as agreed through consultation with the membership. Since 2006 DDF has been identifying a number of strategic aims that will help, and together with Daventry District Council, The Local Strategic Partnership, parish councils and many other partners, will work to improve the quality of life in the District.

Introduction to "Ageing Well in Daventry District"

The Ageing Well Consultation started in January 2016 to coincide with this strategy update and identify projects to support our older residents to reduce the

impact of social isolation and loneliness. Officers at Daventry District Council have been working with partners on this to gather views from our local community to find out i) what they thought were the areas that required action and ii) their ideas as to how we could work with them and partner agencies to help them learn, live independent, healthy and active lives for as long as possible.

Research and Consultation

A desktop research exercise analysed data about residents aged 65 years against a number of indicators. From this exercise eight pilot parishes were identified as rural wards that are potentially the most vulnerable to having residents who are isolated. The data also suggested that one of the areas that was potentially the most vulnerable in the District was one of the Daventry Town wards and therefore this area has also been included in the pilot programme. During February and March 2016 a survey was carried out targeting residents aged over 50 years. Information about the survey was available online and as a paper copy, it was promoted in Daventry Calling, on the DDC Website, via press releases and targeted communication to members of the Daventry District Forum mailing list, Daventry District People’s Panel, Parish Councils and the local community. 601 responses were received.

The majority of respondents to the survey thought that remaining independent in your own home was the most important issue for the Council and its partners to address. Other priority areas included managing health conditions, access to public transport, awareness and access to welfare and benefits advice. Another top priority identified included help with gardening and household chores.

Priority	Area
1	Remaining independent in your own home
2	Access to public transport including community transport in rural areas for social activities
3	Managing health conditions
4	Awareness and access to welfare and benefits advice
5	Help with gardening and household chores

Workshops were also carried out in the targeted areas to gain deeper understanding and knowledge of local issues. The workshops enabled two-way dialogue with local residents to understand how best to develop community based solutions to support older people. Issues raised in these forums supported the information received from survey respondents and also raised the need for community transport in rural areas for social activities.

The key issues and aims to be addressed by the Strategy:-

- Improving access to transport and services
- Ensuring that people can continue to learn and live healthy, active and interesting lifestyles
- Helping people to remain independent in their own homes
- Ensuring safe communities
- Reducing the impact of social isolation and loneliness
- Providing an effective information flow of services and benefits through supporting and maintaining DDF
- Educating, preventing and increasing awareness of all mental health issues and understanding how conditions such as dementia affect people's lives.

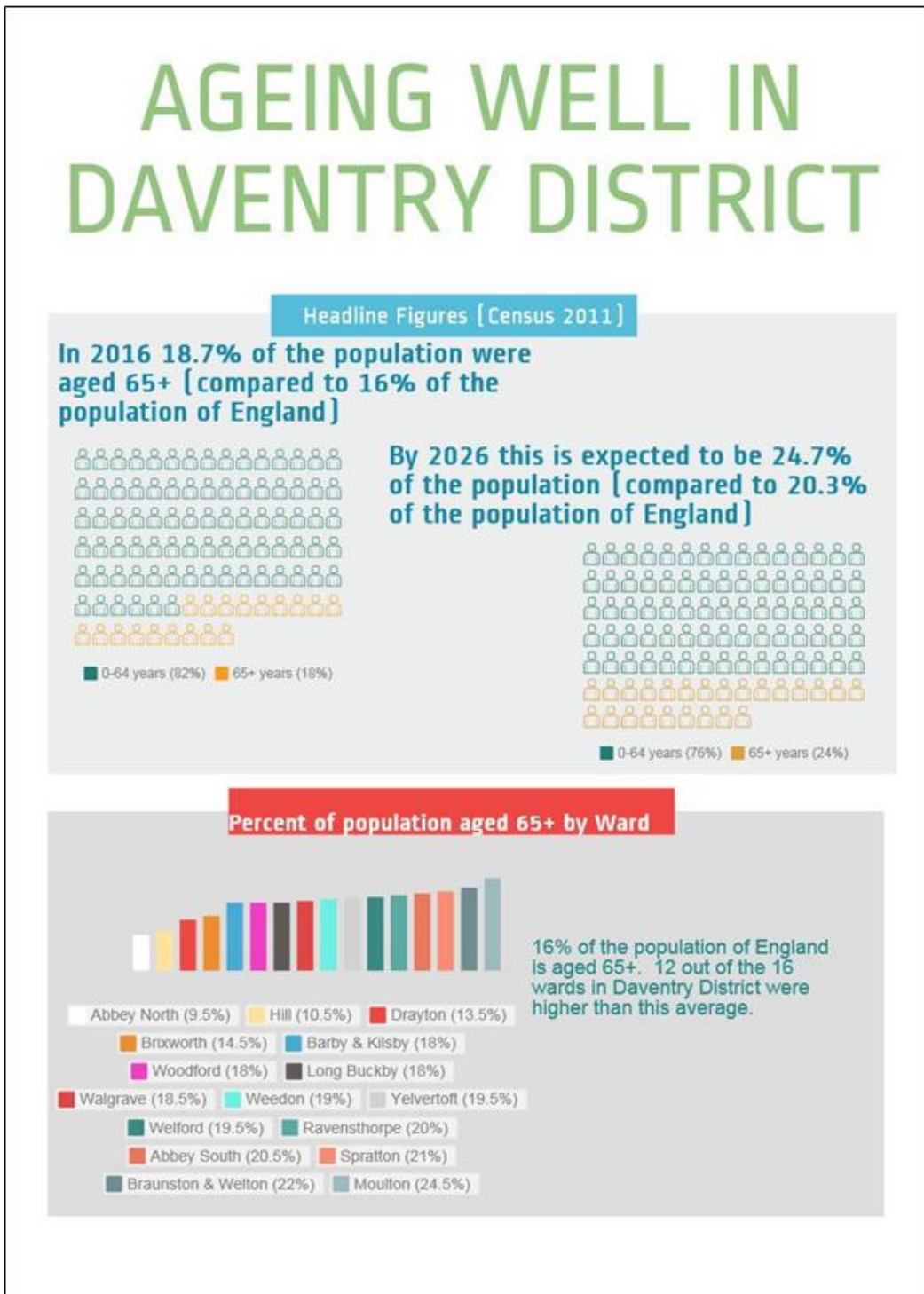
This Strategy and action plan is not intended to be seen in isolation but rather to support the action plans and priorities of our key partners. The strategy is in line with the Council's Community Strategy theme of Health and Wellbeing, its objective to Promote Healthy, Safe and Strong Communities and Individuals within the Corporate Strategic plan 2014-2017 and supports a number of other key documents including the Strategic Housing Plan 2014-2019, Affordable Housing Supplementary Planning Document (adopted December 2012), and West Northamptonshire Joint Core Strategy (adopted December 2014) and DDC's recently adopted Rural Transport and Economic Strategy 2015 – 2020 and Action Plan.

Daventry District Council and the Daventry & District Forum will continue an ongoing consultation process with older people and organisations representing them to ensure that the aims of this Strategy and the action plan are in line with their needs and expectations. The strategy will be founded on practical solutions and actions, which will address the needs of older people within the District.

The Strategy purposely does not define at what age it would apply or what we mean by 'old age', or 'older people'. People will be affected by the issues identified in the strategy and the support initiatives proposed at different stages of their life. This will depend on a variety of factors including general health, any disabilities or long-term illness, age, gender, social relationships etc.

A Snapshot of Older People in Daventry District

The Strategy is written against a backdrop of Daventry District’s ageing population. In 2016, 18.7% of the population was age 65 years or older. This is expected to increase to nearly 25% by 2026. Over the next 10 years there will be three and potentially four generations of ‘older people’. With an expected increase, particularly in those aged over 85 years, there will be increasing demand on support services.



Implications for Daventry District Council Services

Daventry District Council provides a wide range of services, many of these are available to all residents of the District while some exist specifically to support older or more vulnerable people.

The change in demographics will have implications for services with both the increase in the number of older people and the changing needs of the District's population.

Service(s) Affected	Implications
Revenues & Benefits	<ul style="list-style-type: none"> • Empty properties as a result of the occupier being admitted to hospital or moving into a nursing home • Increase in claims for Council Tax Exemptions • Increased Housing and Council Tax Benefit applications and home visit need to help older and vulnerable people complete such applications
Waste & Recycling	<ul style="list-style-type: none"> • Increase in bulky waste, clinical waste and assisted waste collections
Care & Repair	<ul style="list-style-type: none"> • Increase in Disabled Facilities and Home Repairs Assistance Grants
Development Control	<ul style="list-style-type: none"> • Increase in householder applications for Planning Permission for dwelling extensions/adaptions
Housing Services	<ul style="list-style-type: none"> • Increase in housing applications from older people for sheltered or suitable accommodation • Increase of homelessness applications due to social/welfare issues
Governance & Elections	<ul style="list-style-type: none"> • Increase in postal or proxy voting for older people who are unable to vote in person at their polling station
Environmental Health	<ul style="list-style-type: none"> • Increase in Welfare Funerals

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- Increase in noise nuisance complaints from older people about neighbour lifestyles
 - Increase in interventions needed under the Housing Act 2004 to ensure that housing conditions, particularly in respect of an ageing population, are safe and healthy for the occupants. Two key areas, particularly within the private rented sector, that will need increased attention will be the need to prevent slips, trips and falls by elderly and vulnerable occupants and to ensure that housing is adequately heated

Local Strategy

- Policies and planning for new housing may be required to ensure good links to existing community services for creating and maintaining sustainable settlements

Communications & Corporate Services

- Accessibility of the Council's website to be considered i.e. font size and colour etc, with more electronic information being made available
- Greater demand for large print versions of departmental publications
- Increase in electronic methods i.e. social networking, online payments, there may be a challenge and opportunity for the Council to 'up skill' older residents
- Increasing retirement age for Council employees, shortfalls in pension provision

Community Team

- Increase from community groups asking for grant funding
- Increase in energy efficiency advice, guidance and information about home improvements.
- Increase in the demand for Community Transport Services to prevent rural isolation

Key Issues

The following section identifies key issues and aims to be addressed by this Strategy. Some areas are already being delivered by DDC and/or its partners – others may need further development. These are captured in the key actions in the next section of this document.

DDC will report progress against the key actions to DDF at its Annual General Meetings.

Improving access to transport and services

Given the rural nature of our District, the fact that a number of villages are not served by public transport and that car ownership generally decreases with age, it is crucial that solutions are provided that ensure people can travel for appointments, social events and to generally remain active and involved in the community.

Existing provision to support transport and access to services includes:

- DDC Business team in ongoing discussions with Northamptonshire County Council (NCC) about potential transport solutions for growth areas
- DDC's recently adopted Rural Transport and Economic Strategy 2015 – 2020 and Action Plan
- NCC already operate Street Doctor scheme for repairs to roads and pavements
- Parish councils encouraged to develop Parish Plans to improve local service provision
- Sufficient and safe parking spaces is a feature of the evolving Daventry Masterplan and Town Centre Vision
- Local planning guidance provides minimum criteria for disabled parking
- DDC supports Daventry Area Community Transport (DACT) via continued revenue and capital grants to provide community transport and shop mobility
- NCC County Connect bus service
- DDC services are now available online through the website self-serve platform
- Community car sharing schemes E.g The Braunston Car Scheme, DACT Travel Club.

Ensuring that people can continue to learn and live healthy, active and interesting lifestyles

Maintaining a healthy, active and interesting lifestyle is important to ensure people continue to live independently and can help maintain physical and emotional health. Everyone has different ways of experiencing meaning and joy, and the activities enjoyed may change over time. Promoting a variety of these is beneficial to cater for all interests.

Existing provision to ensure that people can maintain healthy, active and interesting lifestyles includes the following:

- DDC and its sport and leisure provider Everyone Active promote and deliver a range of activities for older people including health walks, swimming, cycling, intergenerational events
- The NHS promotes a variety of healthy lifestyle schemes
- NCC's Adult Learning Service continues to consult with DDF on current provision of local courses
- Some local schools open up computer rooms for community use
- Promoting opportunities for older people to contribute to the community as volunteers
- Supporting local community groups and initiatives i.e. DACT Days Out, lunch clubs, WI
- Promoting and supporting Age UK services
- Continuous liaison with 50+ Network to promote DDF information and events
- To continue signposting DVC volunteering schemes such as Happy @ Homes and Timebank.

Helping people to remain independent in their own homes

People prefer to stay in their own homes and communities until it is impossible for them to do so. Being in home surroundings gives enjoyment, empowerment and security. It is important to ensure this happens for all residents throughout the district in all types of circumstances.

Existing provision to ensure that people can remain independent in their own homes includes the following:

- DDC works with parish councils to identify exception sites for affordable housing in rural locations carried out by the Local Strategy Service. The need for these sites is determined by information collated from the housing needs surveys
- DDC's Housing Portfolio Holder chairs the Affordable Housing Panel which meets quarterly and is attended by DDC Members and Registered Providers working on developments in the area
- Building regulations require community facilities to be accessible for the less able
- Care & Repair manages adaptation works and assesses homes for Disabled Facilities Grants, Home Repairs Assistance Grants and maintains a hardship fund
- DDC promotes fuel efficiency to reduce fuel poverty and provides a community energy switch program to reduce costs
- The West Northamptonshire Joint Core Strategy was adopted in December 2014 and contains Policy H1 on housing density, mix and type of dwellings
- DDC has adopted a Supplementary Planning Document on Affordable Housing (December 2012). This document will be replaced by the Housing Supplementary Planning Document which contains policies on affordable housing and Specialist Provision including bungalows
- Strategic Housing Plan (2014-2019) contains DDC's Housing Strategy, Homelessness Strategy and Empty Homes Strategy. Contains action on how DDC will respond to the needs of the ageing population
- Housing needs surveys capture information on the need of local residents in regard to housing. This is irrespective of the tenure required.
- DDC's Housing Allocations Scheme prioritises tenants in social housing who are freeing up larger accommodation to downsize or move into accommodation suitable for older people
- Assist communities preparing Neighbourhood Plans to help deliver housing to meet need locally
- DDC working to ensure delivery of the housing requirements in the Joint Core Strategy (Policy S3)
- Promote voluntary sector services that enable people to live at home longer, e.g. the 'Happy at Homes Partnership' project, which supports older and vulnerable people, managed by Daventry Volunteer Centre (DVC).

Ensuring safe communities

Daventry District is a low crime area. Community Safety is about tackling crime and disorder within the district and reducing the fear of crime. To do so it is important to work in partnership with other agencies to make the area in which we live an even safer environment and for people to feel less vulnerable in their surroundings.

Existing provision to ensure safe communities includes the following:

- The Daventry District and South Northamptonshire Community Safety Partnership is working in partnership with other agencies to create an even safer environment and take action to tackle crime and disorder within the district.
- The Partnership runs a number of joint action groups where agencies work in partnership to tackle problem areas and individuals
- The Community Safety Partnership holds surgeries and events to educate and inform residents about the extent of crime and the likelihood of becoming a victim
- We are connecting with businesses in the rural parts of Daventry District and South Northamptonshire via our Rural Forum
- Planning applications are referred to the Police Crime Prevention Design Advisor to assist in designing out opportunities to commit crime in the built environment
- Encouraging people to go out and socialise by providing and promoting suitable activities
- Encouraging intergenerational socialising, working in partnership with schools and youth organisations
- Existing provision for the District includes sponsored PCSOs dedicated to an area: Police are continuing to seek further recruitment within this area

Reducing the impact of social isolation and loneliness

To reduce the detrimental impact social isolation and loneliness has on older people residing within the Daventry District is imperative. The impact is much more damaging to an older person's mental and physical well-being than any other age group. Providing sustainable, evolving community services throughout the District will help reduce the social and economic cost of social isolation and loneliness that affects older residents and will create more vibrant and inclusive communities for older people to thrive in.

Existing provision to reduce the impact of social isolation and loneliness includes the following:

- DDC officers conducting a desktop exercise, resident surveys and participatory appraisal workshops aimed to identify scale/extent of social isolation and loneliness
- Understanding the impact on all residents physically, emotionally and supporting those in a carers role
- Identifying and signposting local services/initiatives/community groups throughout the District
- Making recommendations from project consultation aiming to reach out to the most isolated and vulnerable older residents within the district and to help identify and breakdown barriers that cause such distress
- Using data and information findings to influence health and social care commissioners
- Continuing dialogue with DDF and older people in general to identify needs and develop new services or promote existing services
- Working with partners including local parish councils, the Local Strategic Partnership, The Daventry & District Forum, Care & Repair and local voluntary organisations to implement specified schemes .

Providing an effective information flow of services and benefits through supporting and maintaining DDF

DDF is an important independent body to give the over fifties a voice; by doing so this enhances the quality of life to those living in Daventry District. Working together with DDC and other partner organisations, the membership has access to a wide range of information and knowledge that is beneficial and representative to a wide audience.

Existing provision to provide an effective flow of information through DDF includes the following:

- DDC continues to support information and advice organisations (e.g. Advice Daventry) via continued revenue grants
- DDC supports DDF with officer time, accommodation and media/marketing services
- DDF continues to liaise with the Northants 50+ Network and other agencies providing useful information to older people on issues that are important through all formats, quarterly public forum events, quarterly newsletter to over 700 members, and the DDF web page
- All DDF publicity materials undergo a 'plain English' check by the Council's Communications Service
- DDF is supported by DDC and is consulted by a variety of service providers when reviewing/developing services and strategies
- DDC and NCC both have an older persons champion at Member level
- DDC and DDF continues to work together in partnership with local community and voluntary groups to promote and share services in events held at Daventry Community Cafe
- DDC and DDF continues to share information to DWP Local Services Guide

Educating, preventing and increasing awareness of all mental health issues and understanding how conditions such as Dementia affect people's lives

Being aware of mental health issues will create a community in which people are empowered to have aspirations, feel confident and increase contribution in participating in activities that are meaningful. By reaching out to the most isolated and vulnerable older residents within the District and by helping to identify and break down barriers that cause such distress is invaluable. Understanding how we can help and contribute to the way we all think, talk and act about mental health conditions is very important.

Existing provision to increase awareness of mental health issues and understanding conditions includes the following:

- Increasing independent and supported living options for older people with mental health problems
- DDF continues to provide information, advocacy services and signposts older residents to preventive activities, networks, encouraging them to take advantage of these
- DDC is a Dementia Friendly Organisation and staff are given the opportunity to become Dementia Friends.

Key Actions

Improving access to transport and services	<ul style="list-style-type: none">• DDC to investigate new and emerging sources of funding for community schemes and promote these regularly• Increased DDC services available online for residents to self-serve and the provision of services offline continue to be made available• Rural Community Transport for social activities to be promoted, encouraged and developed further• Awareness and promotion of existing welfare advice/groups and activities
Ensuring that people can continue to learn and live	<ul style="list-style-type: none">• DDC and DDF continuing to work together to identify and provide more outgoing activities including the promotion of healthy living

<p>healthy, active and interesting lifestyles</p>	<ul style="list-style-type: none"> • DDC to further promote various local activities and schemes provided by local organisations including development of rural health walk schemes • Encourage more schools and libraries to open up computer areas/rooms for older people’s learning – young people to help train older people • DDF to continue supporting DVC volunteering schemes such as Happy @ Homes and Timebank
<p>Helping people to remain independent in their own homes</p>	<ul style="list-style-type: none"> • DDC Housing SPD to contain a policy on Lifetime homes • Build closer working relationships with NCC and First for Wellbeing as a social care authority to mutually understand the needs of this part of the community, and evidencing effectiveness of such measures to be mutually beneficial • Promote the development of housing including housing with care which meets the needs and aspirations of older people • Explore opportunities to include housing for older people in schemes promoted by the Council or on its own land • DDC to make full usage of grants for adaptations to homes • Affordable housing for older community/Extra Care village • Conservation regulations to be investigated by DDC proposing to adopt a policy that "changes to adapt a house for elderly/disabled people should be considered of sufficient public interest to outweigh any "minor damage" to listed buildings
<p>Ensuring safe communities</p>	<ul style="list-style-type: none"> • DDC and DDF to continue partnership and developing of intergenerational projects to combat mutual fears and distrust between the generations • DDC and partners to continually provide activities and events to promote sustained safe and active lifestyles and promote crime prevention awareness
<p>Reducing the impact of social isolation and loneliness</p>	<ul style="list-style-type: none"> • Continue to identify scale/extent of social isolation and loneliness • DDC, LSP and DDF to work with partners and local voluntary organisations to implement community-led initiatives and specified schemes • Provision of gardening services and home help to be encouraged and developed further • Rural Community Transport for social activities to be promoted, encouraged and developed further

	<ul style="list-style-type: none"> • Awareness and promotion of existing welfare advice/groups and activities
<p>Providing an effective information flow of services and benefits through supporting and maintaining DDF</p>	<ul style="list-style-type: none"> • DDC and DDF to continue to signpost and disseminate information to older people throughout the District through all media platforms including DDF's quarterly forum meetings, newsletters and web page • DDC to support the development of DDF's social media presence • To continue supporting and promoting existing awards schemes locally and nationally that recognise achievements of individuals/groups working with and for older people • To promote DDF further in the Daventry district rural areas
<p>Educating, preventing and increasing awareness of all mental health issues and understanding how conditions such as Dementia affect people's lives</p>	<ul style="list-style-type: none"> • To promote positive mental health • Education and prevention agenda that's relevant to all mental health issues • Working towards the district becoming a dementia-friendly community and partnership working with local businesses to encourage further social inclusion

Conclusion

Older people are both contributors to and beneficiaries of an active sustainable community. Their needs and capabilities deserve every bit as much attention as young people, ethnic minorities or other groups that come under the general headings of 'inclusiveness'.

The key issues highlighted in this strategy do not commit Daventry District Council to significant investment beyond its normal and existing activities – rather, it aims to develop and encourage a mindset among policy makers, service providers, and front-line staff that takes note, assesses, and adjusts services where necessary to create a positive arena for older residents in Daventry District.

Joint Partnership Working to help steer and deliver this strategy

The Daventry & District Forum
Daventry District Council
The Local Strategic Partnership
Care & Repair Daventry District
Northamptonshire ACRE
The Daventry District and South Northamptonshire Community Safety Partnership
Northamptonshire County Council
Parish/town councils
Daventry Area Community Transport
NHS departments
Northamptonshire Age UK
Northamptonshire 50+ Network
Daventry Volunteer Centre
Daventry Leisure Centre/Everyone Active
First for Wellbeing