

CHESHIRE EAST COUNCIL

REPORT TO: Sustainable Communities Scrutiny Committee

Date of Meeting: 5 April 2012
Subject: Ageing Well Programme response to the Sustainable Communities Scrutiny Committee
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| Brochure Page Number | Query | Response |
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| Page 9. | What do they (the Programme Board) do? How do they contact one another i.e. what links (to CCGs)? | <p>The Programme Board is responsible for setting the overall direction of the Ageing Well Programme. It will provide a strategic lead and make use of existing networks to ensure that the programme is delivered effectively. The Board will also monitor the work of the work streams via the Programme Steering Group.</p> <p>The Programme Board will include representation from the two local Clinical Commissioning Groups. It is expected that all Board members will take information about the Programme back to their organisations and vice versa.</p> |
| Page 12 | <p>In what way are you going to achieve "more innovative and creative responses to social exclusion"?</p> <p>Services feel disjointed – are they?</p> <p>Communication about services available is ineffective – what are you doing?</p> <p>Improving access to services... How are you doing this?</p> | <p>The comments on this page reflect the views and perceptions of older people who have attended engagement events in the course of developing the Programme. Our work streams reflect the issues that people told us were a priority for them.</p> <p>The Vision and priorities identified for each workstream have been designed to address the issues raised by local people and the action plans currently being developed for year one of the programme will start to show how we are to work together across organisations to address these issues.</p> |
| Page 14 | Section on life expectancy – do you intend to target the areas where the life expectancy is shorter? How? What? | <p>The Ageing Well Programme will not directly deliver services, however we are trying to build up networks of organisations and communities. Along with a more evidence-based approach to service provision, this will ensure that activities such as those designed to address health inequalities are being targeted at the areas where they can have the greatest impact. The programme is linked and involved in the Community Budgeting Pilot on the Moss Rose Estate in Macclesfield where we will be testing out new ways of working in one community that has a low life expectancy. The learning and experiences from this community will then be</p> |

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| | <p>Increases in pensioner incomes</p> <p>Living arrangements – women living along</p> | <p>spread out across Cheshire East. “Yes but don’t keep up with costs of living” – the programme is linking a range of organisations focussed on supporting people to maximise their incomes.</p> <p>Do you think this might change with men being more involved in running the home? – it is anticipated that women will continue to live longer and therefore are more likely to be living alone into their later life</p> |
| Page 15 | <p>Is difference in disability free life expectancy due to types of work life that people have followed earlier in life?</p> <p>Healthy lifestyles (obesity) – “I don’t see so many older people being dreadfully overweight. I think this problem will explode in 25 – 30 years”</p> | <p>I’m not aware of any evidence of this locally – might be a more relevant question in e.g. former mining district. However a person’s overall lifestyle is a key factor and what type of employment someone has is one of the main factors in their standard of living.</p> <p>The Programme covers our population aged fifty plus and, as described in the Brochure, this age group has already seen a significant increase in the proportion of people who are overweight or obese, with this trend set to continue.</p> <p>As we plan services for an increasing proportion of older people within our population, we must also take account of their likely health needs as a result of long term conditions including those associated with being overweight.</p> |
| Page 22 | <p>Health Ageing, Culture and Learning Work stream – “Currently services tend not to be based on intelligence about the needs of a particular locality” – do you intend to gather intelligence and how will you?</p> | <p>It is not one of the prime responsibilities of the programme, however any information collected will be submitted for inclusion in the JSNA, especially the views of local people and information on the experiences of growing old in Cheshire East.</p> |
| Page 24 | <p>Housing work stream – comment that “Wulvern are very focussed on providing elderly accommodation. How is the rest of Cheshire serviced in this regard?”</p> | <p>All of the main registered social landlords (RSLs) in Cheshire East, including Wulvern, are involved in our Housing Work Stream and they have all pledged their commitment to supporting the delivery of the programme.</p> |