

Looking Forward to the Future – A Strategy for People Aged 50+

Phase 1 – The Councils Role

2007 - 2010

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1. Foreword

This strategy has been prepared by Sunderland City Council in consultation with key people across the City who are responsible for services that impact upon lives of people aged 50+. The document sets out what the City has already achieved alongside identifying ambitious aims to make a positive difference for people aged 50+ living in the city.....after all....an aging population is not a burden – it's a positive benefit, as they can contribute skills and expertise to the future of the City.

The 50+ Strategy will offer the opportunity for all key partners who champion the needs of older people in the city to take forward ideas to bring about a better future for older people in Sunderland.

The strategy will influence delivery of local services and also the development of the city's policies and plans to ensure that we all support the older people of today and tomorrow to be independent and to live full, healthy, safe and active lives.

This is an ambitious project and to reflect this we have adopted a 2 phase approach, looking firstly at the Councils contribution to the 50+ agenda.

Later life should be associated with enhanced well-being with time for reflection, friendship and for engagement in lives of families and local communities, we want to ensure that older people have greater opportunities to enjoy growing older.

Cllr Bob Symonds
Leader of Sunderland City Council

Ged Fitzgerald
Chief Executive, Sunderland City Council

"This is an excellent opportunity to really involve the older people of Sunderland, giving them a strong voice in making a difference within the city. As chair of the Older People's Partnership Action Group, Champions for Older People and the Health and Social Care Advisory Group I fully support the development and implementation of this strategy."

Dr David Hambleton, Older People's Partnership Action Group, Champions for Older people and the Health and Social Care Advisory Group

2. Executive Summary

The population is aging – the number of people in Sunderland aged over 65 will exceed the number aged under-15 by 2009, by 2025 there will be some 15,000 more over 65s than today, and they will account for one in every five people.

Source: 2004 based Long-Term Sub-National Population Projections (SNPP), published October 2006, Office of National Statistics

People are living longer and they have greater expectations and aspirations for what they want to do in later life – we need to capture those aspirations and provide real choice and opportunities - harnessing the skills of the 50+ age group.

This document highlights the activities required to ensure the primary aim of making a difference to the lives of all older people living in Sunderland becomes reality. The 50+ Well-being Strategy will promote stronger, more sustainable communities, bring together services across the City for the 50+ age group and recognise the role that older people can play in promoting both the health and economic well-being of the city.

The first phase of the strategy looks at the Council's role, as a community leader as a deliverer and commissioner of services and as a major employer.

Before commencing work with partners on delivering a city-wide strategy, the Council must ensure that the interests of the 50+ age group are represented in all aspects of its work in order to deliver the priority outcomes which are;

- **Improved Health and Emotional Well-being – Services will promote and facilitate the health and emotional well-being of people aged 50+**
- **Improved Quality of Life – Services will promote independence, and support people to live a fulfilled life making the most of their capacity and potential**
- **Making a Positive Contribution – Services ensure that people who use their services are encouraged to participate fully in their community and that their contribution is valued equally with other people**
- **Increased Choice and Control – People and their carers, have access to choice and control of good quality services, which are responsive to individual needs and preferences**
- **Freedom from Discrimination – Older People have equal access to services without hindrance from discrimination or prejudice.**

The strategy recognises that 50+ covers a very wide age range from people approaching retirement to the frail elderly. Some needs and aspirations are common to all but some are very diverse. The needs of the 85+ age group may be linked to Health and Social Care whilst, for the 50-60 age group leisure and lifelong learning may be most important – however the reverse might equally be true!

The Council has already made considerable progress in the provision of services which meet the needs of the 50+ as outlined in section 8 of the strategy however we recognise that we still have some way to go.

3. Sunderland Vision and Our Vision for our 50+ Citizens

The Council's Role

The Council plays an important role in the lives of most of the 50+ citizens of Sunderland through its key functions which are: -

- Community leader who develops and delivers the Sunderland Strategy by working in partnership across the City
- Major commissioner and provider of services for people aged 50+
- Significant employer of people across all age ranges – including those aged 50+
- Enabler in the development of services and a uniquely placed service deliverer
- Vehicle for attracting all people to the City, be it for work purposes, economic reasons, quality of life, education and tourism

Sunderland's Vision

The vision for Sunderland, as highlighted within the Local Strategic Partnership's 'Sunderland Strategy: A Bright Future for Sunderland' and the City's Local Area Agreement is:

“To make Sunderland a prosperous city – a desirable safe and healthy place to live, work, learn and visit, where all people can reach their full potential”

The 50+ Well-being Strategy will embrace this vision and use its focus to support the delivery on the 8 Strategic Priorities of the Sunderland vision which are: -

SP1	Creating a prosperous City
SP2	Extending cultural opportunities
SP3	Improving the Quality, Range and Choice of Housing
SP4	Improving Health and Social Care
SP5	Reducing crime and the fear of crime
SP6	Raising Standards and increasing participation and learning
SP7	Developing and attractive and accessible City
SP8	Creating inclusive communities

The Sunderland Strategy is available at www.sunderland.gov.uk/public/editable/community-strategy/community-strategy.asp

Achieving Our Vision

To achieve the vision for Sunderland we recognise that we need to:

- Work collectively
- Concentrate all available resources
- Develop strategic capacity
- Adopt a practical approach
- Build upon existing knowledge, experience and expertise
- Review communication and marketing arrangements

Sunderland City Council has laid out its Corporate Improvement objectives, which are;

- Delivering customer focused services
- People development and being 'One Council'
- Efficient and Effective Council
- Improving partnership working to deliver 'One City'

The Corporate Improvement Plan is available at:

www.sunderland.gov.uk/public/editable/themes/citycouncil/key-docs/files/corporate-plan-2006-07.pdf

In seeking to achieve its Strategic Priorities as detailed in the Sunderland Strategy, and its Corporate Improvement Objectives the Council is committed to the following values, which cover all age groups in the City:

- Putting the customer first
- Working in partnership
- Being a one-council organisation
- Empowering our employees
- Having an open culture

This strategy presents a unique opportunity to focus on those individuals within Sunderland who are aged 50+ and demonstrate how meeting the 8 strategic priorities will impact upon the quality of life of people aged 50+ in Sunderland.

4. Priorities, Aims and Objectives of the Strategy

The Council, with its partners, can demonstrate its ambition to promote and support the independence and well being of people aged 50+ in the City.

To maintain this ambition and to further develop services, meaningful engagement with people and a demonstration that needs and aspirations are being met - outside of health and social care - must be achieved.

The Council is confident that the 50+ Well-being strategy will not be an additional tier of administration or bureaucracy. The strategy will be fit-for-purpose, supported by robust research and consultation and where possible will deliver efficiencies and transformation of services.

Establishing Our Priorities

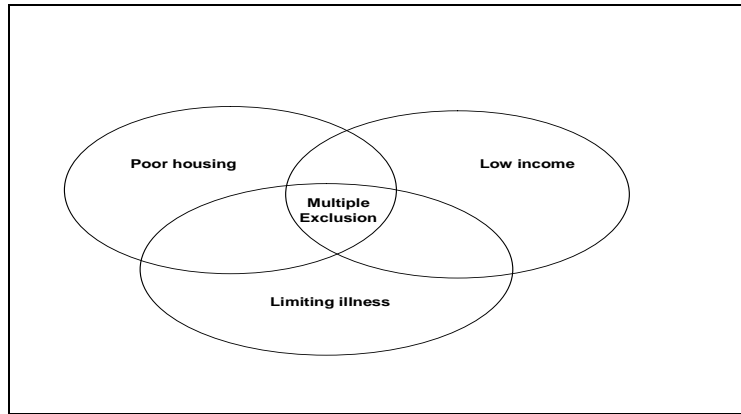
Establishing our priorities involves a focus on older people, as the majority of policies are specific to older people. Within statutory organisations, older people are often categorised as 65 years and over, although within the Acute Hospital Sector, this is 70 years (linked to the medicine of geriatrics). However, the voluntary and community sector often work with people aged 50+ (for example, Age Concern) in order to focus on the impact of early intervention and preventative approaches.

The underlying principle of this, the first 50+ Strategy, is that it should cover the entire 50+ age range and recognise 3 main key age groups, which are set out in the National Service Framework for Older People 2001:-

- 50 / 60 age group (Third Age)
- 70 / 80 age group (Transitional Age)
- 80+ age group (Older People)

The Social Exclusion Unit Report, *Breaking the Cycle* (2004) recognised that some groups of older people still suffer from persistent inequalities. Older people are often excluded because they have too few material resources. There are other factors too, such as a lack of contact with other people, poor access to services and lack of involvement in civic and neighbourhood activities. For many older people within Sunderland these forms of exclusion have persisted from earlier in life – for others the experience of ageing has led them to become excluded.

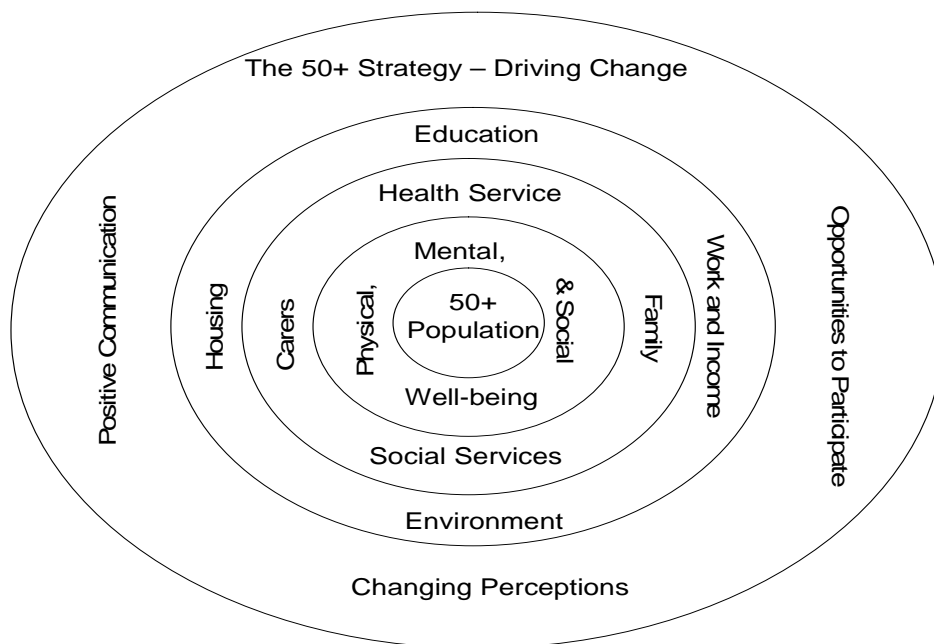
Many of these groups will overlap, meaning that many older people face multiple problems.



Future services for the 50+ must be joined up with low-level prevention, user involvement and choice.

To promote and protect the health of older people and to move to a society where people of all ages are able to reach their full potential, Sunderland must act on different levels.

The diagram below demonstrates those levels and highlights the importance of each in association the needs of the 50+ age group.



Performance indicators linked to these needs have already been established by OPPAG and included in the overarching Local Area Agreement. These are:

- Improving Health
- Quality of Life
- Making a Positive Contribution
- Personal Dignity
- Freedom of Discrimination

These are included in Appendix 1.

Our Aim

The aim of the 50+ Strategy is to:-

- Ensure that there is a framework in place for people aged 50+ to build upon all issues affecting the three target age groups in Sunderland
- Ensure, through the 50+ framework, that there is a co-ordinated approach to addressing issues that affect the 3 age groups
- Ensure a positive contribution is achieved from people aged 50+ in the developing framework and that they participate in the decision-making and policy development process
- Provide genuine choice, in service provision, that is enhanced by the Council's commitment to partnership working
- Enhance people's quality of life and provide the necessary services to ensure positive aging in later life across the entire City
- Ensure there is no discrimination due to age and to ensure that there are positive outcomes for older people

5. Priority Outcomes

It is anticipated that the Strategy will achieve the following outcomes for the 50+ population linked to the outcomes framework presented in the recent White Paper 'Our Health, Our Care, Our Say':-

- **Improved Health and Emotional Well-being – Services will promote and facilitate the health and emotional well-being of people aged 50+**
- **Improved Quality of Life – Services will promote independence, and support people to live a fulfilled life making the most of their capacity and potential**
- **Making a Positive Contribution – Services ensure that people who use their services are encouraged to participate fully in their community and that their contribution is valued equally with other people**
- **Increased Choice and Control – People and their carers, have access to choice and control of good quality services, which are responsive to individual needs and preferences**
- **Freedom from Discrimination – Older People have equal access to services without hindrance from discrimination or prejudice.**

Positive Living

In addition to the outcomes listed above, through the Strategy the Council will promote a positive attitude to those who are 50+ in the City by:-

- Helping to maintain a healthy aging workforce through Wellness initiatives
- Helping to maintain and expand the quality, choice and range of services available to older people in the City as they move through the Third Age into the Transitional Age and older life
- Providing information on services available to customers, their families and carers
- Developing service integration in line with the 'One Council' and 'One City' approach adopted within Sunderland
- Challenging discrimination in any form and breaking down barriers to the successful inclusion of those aged 50+ in our City, thereby responding to community cohesion and diversity
- Supporting older people who need care and support and help maintain their independence for as long as possible

6. Our Approach – Developing the Strategy

Our 50+ Citizens – A Valuable Resource

The Council is committed to ensuring that all people have the opportunity to contribute to the City's vision and recognises that the 50+ age group are a vital economic and social resource. They bring skills, knowledge, experience, continuity and stability and have the ability to make an overwhelming contribution to this vision.

Nearly one third of the entire population of Sunderland is 50+ - 92,462 people in total. It is therefore imperative that as a City we establish what is important to people over 50, for example, comfortable and secure homes, adequate income, friendships, keeping active and healthy.

The Council acknowledges the real difference people aged 50+ contribute to the economy of the City and help in the current urban renaissance and regeneration of the City; and also understand the positive impact that older people can have on the City's future by utilising their knowledge and experience.

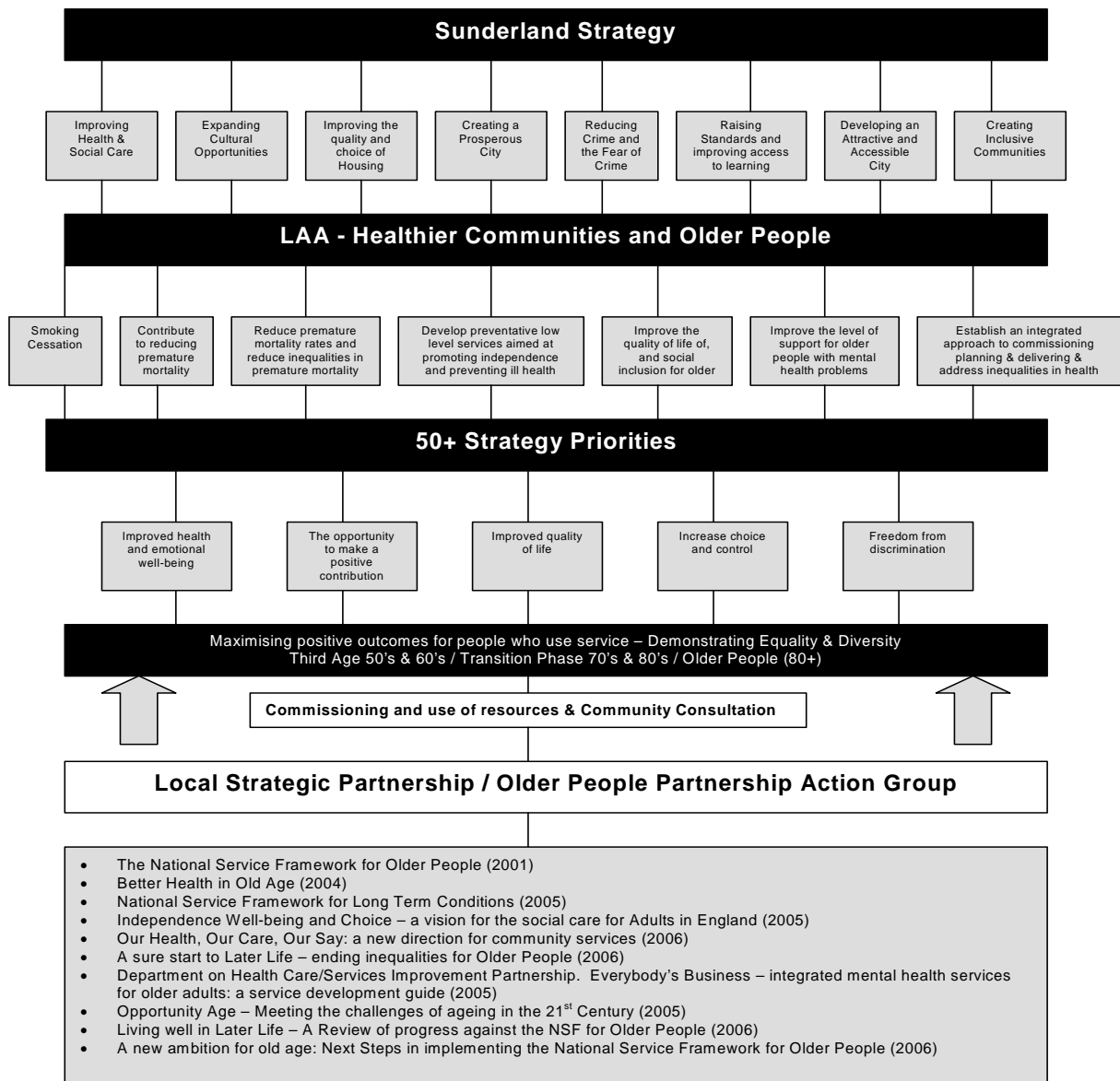
We recognise the diversity of the 50+ group and in the city comprise of different, ethnicity, language, culture, gender, ability, religion and other citywide characteristics. This strategy will therefore link with the Councils Equality and Diversity policies.

A Phased Approach

In response to the new Government White Paper – Our Health, Our Care, Our Say – Sunderland has developed an approach, which not only addresses the outcomes highlighted within the white paper, but also - at a local level - supports the Local Area Agreement, Sunderland Strategy and the new Outcomes Framework for Performance Assessment of Adult Social Care.

The diagram below pictorially represents the links between national and local strategy, to ultimately ensure the best services are delivered for the 50+ community.

In addition, the Use of Resources, Leadership & Commissioning and Community Consultation are critical drivers for the successful implementation and delivery of the strategy.



The Council recognises that it is not possible to deliver the objectives of this Strategy in isolation and to this end a phased approach will be adopted:

Phase 1 – The Council's role in delivering the Strategy

Phase 2 – Working with our partners to deliver a Citywide Strategy

7. Involving our Communities

National Policy Context

A recent study undertaken by the Department for Communities and Local Government, entitled *All our Futures*, suggests that community leadership is likely to be the single most important feature of local governance.

Older people are still viewed primarily as users of care services however this is no longer the case. Engagement also tends not to be systematic, particularly with excluded groups of older people. Community consultation is therefore critical for the successful delivery of the 50+ Well-being Strategy.

Strong and Prosperous Communities – The Local Government White Paper 2006

The Government's vision, contained in the White Paper 'Strong and Prosperous Communities' is one of the revitalised local authorities, working with their partners, to reshape public services around the citizens and communities, which use them.

The Government wants all Councils to focus more on their citizens and communities and for people to be given more control over their lives. People should be consulted and involved in the running of their services, informed about the quality of services in their areas and enabled to call local agencies to account if services fail to meet their needs.

Councils will be encouraged to develop neighbourhood charters, setting out local standards and priorities.

Within this context the Council will continue to improve its service delivery and involve local communities with the overall aim of improving quality of life for all local people including the 50+ Age Group.

Local Context

Older People Partnership Action Group

The Council has engaged with Older People for many years. Other strategies may include the needs and aspirations of the 50+ age group but this now, for the first time, brings these key actions together in one document.

Sunderland has a well-developed multi-agency joint planning process, led by the Older People Partnership Action Group (OPPAG). The group has key representatives from Council Directorates Voluntary and organisations across the City.

The purpose of the group work is to work together to influence, plan, shape and deliver local, joined-up services wider than health and social care within the city.

OPPAG is a forum to raise and address older people's issues within the City and is responsible for maintaining an overview of strategic planning and development of services that older people access.

OPPAG highlights the positive contribution older people can make and supports older people to be valued citizens, enabling full and active participation in the decision-making process.

It is a vehicle to challenge and influence partners in the Sunderland Partnership to ensure that consideration is given to older people in their plans, policies and developments and the needs of older people are acknowledged in cross cutting strategies.

50+ Forums

The Council must continue to embrace the importance of community consultation and capacity building to positively engage the City's 50+ population.

Within the City, six 50+ Forum have been established supported by Age Concern. The Forum Co-ordinator is a member of OPPAG and provides regular updates on the work of the groups and any issues affecting Older People. To inform service developments, the Forums are used as a key vehicle to share information and consult on developments in order that the work is informed by those who count – the over 50's.

Engaging on an International Scale

Sunderland is a member of the World Health Organisation (WHO) European Healthy City Network and is part of a network of 75 European cities working to develop objectives in Phase IV of the programme. Healthy Ageing is one of the four objectives to be addressed, and Sunderland is a member of the international Healthy Ageing sub – network, leading and developing work to support member cities in addressing the subject of Healthy Ageing.

The four objectives of the WHO programme are:-

- Healthy Ageing
- Healthy Urban Planning
- Health Impact Assessment
- Physical Activity and Active Lifestyles

Although each objective will individually be developed, a key task of the work to address Healthy Ageing is to ensure that developments in the other three areas will reflect the older population and will have a positive impact upon the health of the ageing population.

One of the key components of developing work on the subject of Healthy Ageing is to develop a Healthy Ageing profile. The profile will be developed to identify indicators within three specific subject areas; Population Profile, Access to Services, and the Social Picture, Vulnerabilities and Strengths. This will provide a picture of population bands over the age of 50 and demonstrate how people interact with local services. It will provide us with a baseline of information, providing us with the opportunity to review service delivery and make improvements to meet the future needs of this sector of the population.

Transforming Services for the 50+

Understanding the barriers for Older People and transforming services accordingly, is the principal purpose for the 50+ Well-being Strategy.

Change is a key requirement and this must happen in partnership across the City. This cannot happen unless Older People are consulted and robust research is undertaken to inform service delivery for the future.

What Our 50+ Citizens Have Told Us

OPPAG – Feedback from 50+ Forums

OPPAG established 5 priorities for older people using information from previous consultancies. The 50+ Forums were asked to consider these priorities and rank them in order of importance in relation to impacts on their quality of life.

Results were:

1. Social Isolation
2. Fear of crime
3. Transport
4. Income
5. Exercise

OPPAG is currently working on the priorities and how these can be addressed.

Summary of MORI Survey for 55+ - 2005

The MORI Survey is undertaken annually to determine the views of residents about the Council, its services and the city more generally, and an analysis has been undertaken regarding those respondents aged 55 or older. The four blocks used within the 2005 MORI Survey are divided into: Quality of Life; Image of City; Service Provision and Communication. The MORI Survey reports on the net satisfaction of these residents, i.e. numbers satisfied – dissatisfied, and the proportions described below relate to these net satisfaction levels.

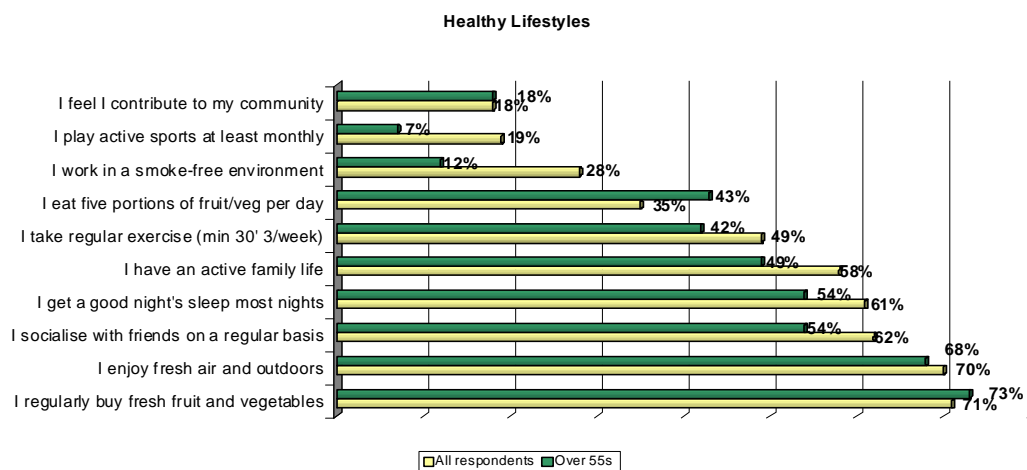
In terms of the results of the survey amongst those aged 55+, there is generally a high level of satisfaction with the Council, city and services, but there has been relatively little change in most of the perceptions and feedback within the most recent MORI survey compared to the previous year. This finding is in

contrast to the other age groups. However, it should be noted that there are some variances within the trend whereby older residents, although following the same trajectory as all residents, results are either more or less pronounced, depending on the area.

The key findings for those aged 55+ years are presented below.

Quality of Life

- The net satisfaction rating for Sunderland as a place to live improved to 68%;
- The net satisfaction rating in answer to whether individuals felt safe in the city centre improved to 67%, partially as a result of the work of the Safer Sunderland Partnership, but there was a decline in the net rating after dark;
- The net ratings of those who stated that regularly buy fresh fruit and vegetables and to be physically active was nearly three-quarters (higher than for all age groups) and 43%, respectively;
- Net ratings for other indicators for healthy lifestyles are shown in the graph below, which compares 55+, with all, respondents;



Image

- The net satisfaction rating for whether or not the Council provides good value for money was 18%, an increase of 5% on the previous year, and a higher rating than for all respondents;
- The perception of whether the quality of Council services improved also improved to a net rating of just over half, the highest rating of any age group considered;
- However, there was a decrease in net satisfaction to 38% between 2004 and 2005 in answer to how satisfied respondents were with the way the city is run.

Services

- There were improvements in net satisfaction with public transport (45%), facilities for pedestrians (68%) and street lighting (78%);
- However, there were deteriorations in the net satisfaction rating for some services, including Housing (34%, a significant decline), Street Cleaning (25%) and Refuse Collection (86%, although still higher than that for all residents);
- MORI report that there has been statistically significant rises in overall satisfaction for all residents, including those aged 55+, in terms of parks and open spaces, grass cutting and green spaces, although no age profile is available;
- The net satisfaction rating for libraries was 69% for those aged 55+ in 2005, whilst the rating for services to help people feel safe at home was 40%.

Communications

- There were improvements in the net rating of whether the Council asks for residents views to 17% in 2005, compared to 2% in 2004, and this is substantially higher rating than for all residents;

However, there was no corresponding increase in whether the Council listens to residents' views (-15% for 2005). Clearly, there is more work to be undertaken in this area.

BME Communities

The Council has recently commissioned 3 different research projects to seek the views of the BME community in Sunderland:-

- A satisfaction survey designed to give a more representative idea of levels of satisfaction and areas of concern regarding the Councils overall performance amongst BME groups
- Research to identify the housing amongst the BME community under the Supporting People programme
- Research to identify what the Council can do to provide the best support for businesses being set up by the BME community.

These research projects were not specifically targeted at the 50+ but do give valuable information about the issues that are important to the BME groups. Findings suggest that the views of the BME communities are different from those in the mainstream population. For example:-

- Satisfaction with the overall way in which the Council is running the city is lower than the mainstream population. However, decomposition of the data by age group indicates that satisfaction increases with age until age 75+ when it starts to decline but not significantly so
- To BME respondents, the most important elements that make a place good to live in are a low level of crime (59%) good job prospects (55%) race relations (52%) and health services (45%)

- As regards housing there are some needs, which are specific to the BME community which are not currently being met. Groups which would benefit from Supporting People services in particular are older people, people with mental health issues and women fleeing domestic violence
- Services regarded as the most satisfactory by BME inspectors include refuse collection, road maintenance, footpath maintenance and street lighting.

8. Achievements and Ambitions

Our 50+ citizens have told us about the services which are important to them and this must be recognised in future service delivery and the needs of the 3 distinct age groups outlined in the National Framework for Older People taken into account.

The needs of the 80+ age group may be linked to Health and Social Care, whilst for the 50-60 age group leisure and lifelong learning may be most important – however the reverse might equally be true.

The Council has already made considerable progress in the provision of services, which meet priorities for the 50+

Employment

What is available now?

The Council's Employment and Training Service provides Job Linkage, an Information, Advice and Guidance employment support service to tackle worklessness within the City. The service provides support to residents aged 16-64 year olds, with the 50+ being a specific target group within this range.

At September 2006, the Job Linkage service had a caseload of 2237, of which 243 (10.9%) were aged over 50.

Job Linkage is a citywide neighbourhood based employment support service targeting the most employment-deprived wards of the City, assisting workless residents access work. A key regeneration partnership initiatives, the service was established in 1996 with the aim of 'linking local people to local jobs' to address high levels of unemployment in particular areas of deprivation across the city.

The service aims to engage with 'workless' clients aged 16-64. It offers additionality to mainstream services (ie Jobcentre Plus) by focusing on and specifically targeting those currently inactive in the labour market, including the 50+. This is achieved by:

- The delivery of a quality customised information, advice and guidance service, to help workless residents of deprived wards.
- Delivering individually tailored support measures and incentives.
- Providing a proactive marketing and job brokerage service for employers, to increase the number of employment opportunities accessed by local people.

Services that are offered by Job Linkage to residents include:

- Drop-in facilities, whereby clients can access job search resources without an appointment.
- Advice and guidance, provided by either NVQ-qualified Guidance Workers and Employment and Training Assistants.
- Personal development and confidence building, offered through targeted focus groups.
- In-house training, using network staff to deliver core vocational skills such as first aid, customer service, basic food hygiene, money management and computer training.
- Customised training, which provides flexible funding to enable the purchase of one-off training for clients who are unable to access mainstream provision.
- Vacancy / Client matching; the project enables vacancies to be registered, with relevant competencies listed, which can then be matched against client details to identify suitable candidates to be forwarded for interview.
- Access to Small Business Advice, via the Sunderland Business Enterprise Network.
- Advice on in-work benefits and financial barriers, including debt management.
- Links to employers; clients have access to daily job vacancies via a number of sources across the city. Job Linkage staff also regularly work with local employers to assess their needs and provide recruitment assistance as required.
- Job Access Funds, which provide necessary practical assistance such as clothing, tools, childcare and travel costs, to clients who are starting work.

What will we do in the future?

The Job Linkage service will work towards reducing the concentration of worklessness in the City, particularly in the most deprived wards and working with particularly hard to help groups.

How will we measure our success?

The service benefits from Neighbourhood Renewal Fund (NRF) and, from 1 July 2006 to 31 March 2008 aims to deliver the following targets;

- Engage with 3,705 residents from the 10% most deprived wards in the City;
- Assist into work 1,482 residents from the 10% most deprived wards in the City;
- Assist 100 employees to recruit, particularly targeting hard-to-help groups.

The service also contributes towards the Councils LPSA 2 target by reducing the concentration of worklessness within the City. Job Linkage workers target specific groups of clients, including those on 'Inactive' benefits or in receipt of no benefits at all. The intervention includes contacting clients on a regular basis once they have entered employment, to help them to address any issues or problems as they arise to ensure sustainability.

Safer Cities

What is available now?

Crime and Fear of crime are particular issues for the 50+ age group. Within the last 3 years (Crime and Disorder Strategy 2002-05) the Safer Sunderland Partnership Board, on which the Council sits, has achieved the following;

- Total crime – reduced by 25%
- Vehicle crime – down 34%
- Domestic burglary – reduced 55%
- Robbery – fallen by 25%
- Sunderland – safest big City in the north
- Crime rate – now lower than the national average
- Chance of being a victim of crime – lowest for 25 years

Practical examples of schemes that have helped to achieve the above are:-

- Multagency Community Policing Teams
- Local Multi Agency Problem Solving Groups (LMAP)
- LSPTV in 10 key locations across the city delivering agreed messages on different initiatives and crime rates, etc.

What will we do in the future?

The aim of the Sunderland safer City Partnership is to:

'Create a City which is, and is seen to be, safer by reducing crime, anti-social behaviour and the misuse of drugs through work on;

- I. Prevention
- II. Early intervention
- III. Enforcement
- IV. Support/rehabilitation

Priorities for 2005-2008 include;

1. A focus on offenders
2. A focus on victims
3. A focus on priority areas/locations
4. Anti Social Behaviour
5. Hate crime
6. Domestic violence
7. Alcohol related crime and disorder
8. Drug misuse

How will we measure our success?

Overall targets for the Safer Sunderland Partnership in the period 2005-2006 are;

- To reduce crime in Sunderland by 20%
- To narrow the gap between the total recorded crime rate in Sunderland and the national average by 2007/08
- To reduce from 47% the number of residents who said they felt more worried about crime in the last year

Source – Safer Sunderland Strategy 2005-2008.

Case Study

Creating a Safer Environment and Reducing the Fear of Crime

- The Councils Street Lighting and Highway Signs PFI project allows priority to be given to older streetlights, areas of high crime and areas where there are high levels of road traffic accidents, to create a safer environment.
- The Partnership has a mobile CCTV vehicle packed full of the latest technological CCTV equipment, which is used at crime and disorder priority areas and major events.

Housing

What is available now?

The Council through its strategic housing function does the following;

- Ensures that the Strategic Housing function plays a key role in delivering social, economic and physical regeneration within the City

- Ensures the development of the choice and quality of homes, together with a high standard of decent housing which is managed in a safe, secure and sustainable communities environment
- Ensures the continuous development of sustainable and appropriate advice and support to meet the diverse needs of the Citizens of Sunderland
- Delivers the Councils statutory duties on homelessness, housing advice and housing allocations

What will we do in the future and how will we measure our success?

Improve the choice, type, location and price of housing in Sunderland to meet 21st Century aspirations and demands

- Introduce a choice based lettings system by 2010
- Investigate issues surrounding affordable housing in Sunderland
- Develop and implement Affordable Housing Strategy

Provide alternatives to institutional residential care

- Develop extra care sheltered housing in partnership with RSL's

Provide accommodation and support to the needs of Sunderland's large and diverse population

- Reduce homelessness via mediation, education and further preventative action
- Assess causes of rough sleeping and minimise accordingly
- Minimise the use of B&B accommodation
- Implement the Supporting People 5 year strategy to improve housing related support e.g. Domestic Violence

Improve the quality and standards of housing in safe, secure, attractive and sustainable surroundings

- Work with RSL's to ensure that all rented social housing with Decent Homes Standard
- Develop a Private Sector Housing Strategy to improve quality of housing in the Private Sector

Source - Corporate Improvement Plan 2006/07
 - City Housing Strategy 2006-2011

Case Study

Home Improvements Agency HIA

The Council has recently established a Home Improvement Agency (H.I.A.) which will provide a service to elderly people, people of all ages with disabilities and people who are otherwise vulnerable whose homes are in need of repair, maintenance or adaptation. The role of the agency is to offer impartial advice and practical assistance to homeowners and private sector tenants who have a repairing obligation. Through the provision of:-

- **Advice** – on housing options, the need for repairs, practical solutions, costs and sources of finance.
- **Technical Assistance** – technical surveys, plans and specifications and advice on approved contractors.
- **Monitoring** – monitoring the quality of building work.
- **Support** – practical assistance arranging alternative accommodation, redecoration, cleaning and any additional home services.

Examples of services, which H.I.A. can provide are:-

- Hospital discharges schemes
- Handypersons schemes
- Home security schemes
- Energy Efficiency Projects
- Home Safety Schemes

What is available now?

The Welfare Rights Service (WRS) is part of Business Improvement and Advice services within Adult Services. The service provides a free, specialist advice and representation service to all Sunderland citizens in relation to the following areas of law:-

- Welfare Benefits
- Debt
- Employment

The delivery of this service aims to help in tackling problems of social exclusion across the city.

The service can be accessed by the telephone or appointments from local access points at Southwick, Washington, Thorney Close and the Customer Service Centre at the Hetton Centre. There is also a video link in operation between Southwick and Grangetown and Bunnyhill Customer Service Centres.

The service works closely with the legal Services Commission (LSC) and the Washington Citizens Advice Bureau (CAB) a voluntary sector partner to ensure the best use of resources is made. We currently have a contract with the CAB and refer non legal aid, welfare benefit issues/casework and conflict of interest cases.

The Benefits and Assessment Team (BAT) offer all new service users receiving Home Care and other non-residential services a welfare benefit check to maximise their weekly income.

A visiting officer will discuss any identified benefits with the service user and will assist with the completion of appropriate benefit application forms. The visiting officer also explains what effect any additional income will have on the charge, which the service user will have to pay.

What will we do in the future?

The Advice Service comprising:-

- Welfare Benefits
- Debt/money advice
- Employment law

will be modernised in the near future to take account of:-

- **Customer's expectations** have changed and the traditional model of service delivery no longer meets those expectations.
- **Advances in technology** for example video links and internet access.
- **Effective and efficient use of resources**
- **Continuous Improvement**

How will we measure our success?

The modernisation of Advice Services should deliver a number of benefits the customer including;

- One point of contact for telephone enquiries
- Increased range of contact channels for customers to access services
- Improved resolution of enquiries at the first point of contact
- Efficient referral and signposting to specialist advisers and services
- Greater choice of advice providers
- Wider and more accessible business hours
- Greater benefit and income maximisation for customers
- Increased amount of specialist advice time

Case Study

Welfare Rights Service

- 10,000 people contact our Welfare Rights Service each year.
- We represent 500 people at appeals every year.
- As a result of benefit claims and appeals we help people in Sunderland to claim between £3 – 4 million every year.
- Our Benefits Assessments Team carry out more than 5000 home visits every year to vulnerable people in need of social care and enable them to claim more than £1 million to assist with the cost of their care.

Health and Social Care

What is available now?

In order to improve health and well being in the City we recognise that we have to overcome the barriers that lead to unhealthy lifestyles, social isolation and exclusion, promote to independence of individuals whilst they exercise control over their lives.

Sunderland Healthy Cities is a multi agency partnership and is the Health Thematic lead within the local strategic partnerships and a strong multi agency planning process is led by OPPAG.

At a service delivery level, within the Council, Adult Services provide a range of services, which promote independence and support and protect vulnerable people including the 50+ age group:

For example:

- Care through assessment of individual needs
- The provision of home care, day opportunities, meals at home and care alarms – to prevent admission to long term care and unnecessary hospital admission.
- The provision of long term care to people who can no longer live safely in their own homes.

The Council also jointly commission services with the Teaching Primary Care Trust including:

- Intermediate Care – including rehabilitation and convalescence.
- Community Equipment Service – providing equipment to help people live safely at home, from handrails to wheelchairs.

What will we do in the future?

The Council's Local Area Agreement contains a number of ambitions, which will have a positive effect on the 50+:-

- Reduce tobacco use and promote Sunderland as a Smoke Free City.
- Contribute to reducing premature mortality and inequalities in premature mortality.
- Develop low level services aimed at promoting independence and preventing ill health.
- Improve the quality of life and social inclusion of older people.
- Improve the level of support for older people with mental health problems.
- Establish an integrated, holistic approach to commissioning, planning and delivery to address inequalities in health.

How will we measure our success?

The Council and the Sunderland Partnerships have outline the priority outcomes and indicators for the Healthier Communities and Older People block of the Local Area Agreement.

Sport and Leisure

What is available now?

Throughout national, regional and local sport strategies, the needs of older people are recurrent themes and often focus on particular areas of joint work with the health sector, including the Teaching Primary Care Trust.

The provision for older people is also a central element of the policies of many key agencies in the City and a specific focus of the City's Wellness agenda. Implementing sports programmes and opportunities to effect lifestyle change, which improve health, is acknowledged to improve quality of life issues and options for many older people.

This emphasis extends from the City's ageing population and from recognition that the most effective way to improve quality of life and promote independence is through raised levels of involvement in physical activity via the provision of appropriate and personally sustainable opportunities. It is recognised that active lifestyle reduces risks associated with obesity and improves independence, through strength and stability, to reduce the impact of falls.

In Sunderland everyone will have affordable access to quality sport and physical activity opportunities to improve their health and well-being at first class, community based facilities.

(ActiveCity Sunderland)

Sport and physical activity objectives in Sunderland are to:

- Consult with residents / stakeholders to develop a long-term, sustainable Leisure Service
- Attract private and public investment to replace and refurbish facilities
- Improve the physical activity of residents and provide opportunities to participate in sport
- Deliver a health and wellness agenda to deprived communities

Case Study

Wellness Programme

Targeting City residents over the age of 50 continues to be a priority. One of the ways in which we are able to involve over 50's in sport and physical activity, is through our Wellness Service. Wellness is a cultural step, a lifestyle change, that embraces well-being with physical activity. It involves a partnership approach with Sunderland Teaching Primary Care Trust to reduce many of the health inequalities face by the city.

The programme aims to improve the city's health and reduce national inequalities and to increase participation levels and meet Central Government physical activity targets such as, ensuring we contribute to the national target of 70% of population being active by the year 2020.

Wellness Centres

Wellness Centres hub sites are currently operating from:

- Washington Leisure Centre
- Crowtree Leisure Centre
- Puma Tennis Centre
- Seaburn Centre
- Houghton Sport Centre
- Bunnyhill Centre
- Stadium Park opening in 2008

Sunderland Wellness Centres aim to offer a friendly environment for exercise and boast an excellent team of fully qualified Wellness Consultants to assist clients physical activity. Exercise and physical activities for over 50's range from group training classes, to individual training programmes, as well as more specialised sessions for those referred to programmes of physical activity.

In addition to support with the activity programmes, Sunderland Wellness Centres can also offer lifestyle services and programmes to assist with healthy eating and weight management advice, smoking cessation support and general wellbeing and lifestyle advice. This information is also detailed within the City's Wellness Guide.

State of the Art Equipment

Following a recent refurbishment, our Wellness Centres now offer top of the range 'Technogym' cardio-vascular and resistance equipment that has been selected to accommodate the older user. The new 'Excite' range of equipment not only provides excellent training benefits, ideally suited for those over the age of 50. It also boasts a fully integrated entertainment system, incorporating TV and music options built into each piece of CV equipment.

Wellness Group Sessions

We offer a wide and varied programme across the Wellness sites including: Aerobics, Step, Circuits, Yoga, Bum and Tums, Pilates, Boxercise, Body Pump, Combat and Balance.

Exercise Referral Programme

The Healthy Exercise and Lifestyle Programme (HELP) is an exercise referral system that is delivered from the Wellness Centres by highly qualified, friendly staff who specialise in exercise provision for individuals with a variety of health risks. The 15-week programme provides support, motivation and advice to people who have been referred by either a health care professional or have made an enquiry about self referral. A large proportion of referred clients are over the age of 50.

Leisure Centres

There are 11 public leisure facilities in Sunderland, with over 2.4 million visits per annum. In 2005 / 2006, we recorded 200,000 attendances by older people, through specific recorded sessions. However, the number will undoubtedly be higher from unrecorded attendances, from activities such as casual swimming, badminton and other sports hall activities where prices are not targeted specifically to any user group. It has been estimated that unrecorded attendances could be as many as 400,000. We are currently reviewing our existing methods of data capture in order to reflect usage from specific target groups, which includes older people.

Active8 Plus Card

For those older people in Sunderland who are in receipt of benefits, they are able to access cheaper activities within leisure centres and also access free swimming, squash, badminton and tennis sessions at specific times throughout the week.

Case Study

Houghton Sports Centre

As part of Sunderland's response to the National Service Framework for Older people, the work we do in our leisure centres is making a significant impact for hard to reach groups accessing sport and leisure. Detailed below is Houghton Sports Centre's programme that shows their weekly programme targeted towards older people. A proactive approach towards centre programming by the Centre Manager has enabled a fully inclusive selection of activities. It should be noted that the Centre has over 800 visits every week from older people taking part in specific programmed sessions.

Houghton Sports Centre	Day	Time of Activity	Attendance
Age Concern Tea Dance	Monday	1.15pm - 3.15pm	70
Millennium 50+	Monday	6.00pm - 7.00pm	10
Spiritualist Church	Monday	6.30pm - 8.30pm	20
Tai Chi for 50+	Tuesday	9.30am - 11.30am	10
Sequence Dance	Tuesday	1.00pm - 4.00pm	70
No 1 OAP Club	Tuesday	5.15pm - 7.45pm	35
Beetle Drive 50+	Tuesday	7.00pm - 9.00pm	28
Sewing Club	Wednesday	1.30pm - 3.30pm	20
Art Club	Thursday	7.00pm - 9.00pm	40
Tai Chi/ Sheng Chi	Friday	10.00am - 12.00pm	20
Spiritualist Church	Friday	6.30pm - 8.30pm	20
Rock and Roll 50+	Saturday	7.00pm - 11.45pm	170
Indoor Bowls	Daily	12.30pm - 2.30pm	300

Sports Development Initiatives

The City's Sports Development Programme offers many initiatives taking place in the leisure centres. Sport and Leisure have undertaken work with older people through the Healthy Living Centre Programme and significantly through the Positive Futures Programme, bringing together older people and young people.

Case Study

Positive Futures Programme

The Positive Futures Programme have been working with disaffected young people in the Southwick area, bringing them together with Older people to try to break down barriers and create a better understanding between the two groups. Older people have shared stories and skills from the past, such as "clippie mat" making and given young people a greater insight into what life was like when they were young. This has resulted in better relationships between the two groups and reduced the older people's fears and feelings of intimidation around young people. As a result of the positive Futures Programme young disorder has reduced by 59% in the Southwick area of Sunderland.

Beacon Status (for Culture and Sport for Hard to Reach Groups)

The work of Community Services was rewarded in 2006 with Beacon Status for 'Culture and Sport for Hard to Reach Groups'. This award demonstrated Community Services are delivering key services to hard to reach groups such as, young people, women, BME groups, those with disabilities and older people.

What we plan to do, and how will we measure our success?

Our priorities for older people are and will continue to be:-

- **Reducing the barriers preventing people participating** in physical activity. This will include addressing issues such as:-
 - Fear of participating
 - Creating an interest in physical activity and culture
 - Making activities, wherever possible, affordable for older people
- We have recognised that **older people's needs are different** depending upon age. Our activity programmes demonstrate that older people are not an homogenous group. We will attempt to develop activity programmes around three age groups.

'Entering old age' Those who are still active and probably recently retired

'Transitional phase' Those between and active life and frailty (7 and 8 decade)

'Frail' Older people who are vulnerable and experience health problems

- Creating **accessible and safe facilities**. Much work has been completed in conjunction with the DDA. However, in our newer facilities we aim to improve the standard of facilities by the installation of non-slip flooring, installation of easier access changing cubicles, ramp entrance and the installation of lifts.
- **Promoting activities** to specific target groups. Many of our posters and adverts attempt to attract the older customer by highlighting sessions (tea dances) that offer:-
 - Enjoyment
 - Well being
 - Socialisation
- Through our **Cultural Strategy** and **Wellness Guide** we are trying to **change perceptions** of what is an active lifestyle. There are obvious examples of what constitutes “fashionable” exercise, but the Cultural Strategy attempts to broaden our understanding of physical activity and promote less strenuous activities such as walking, gardening, allotments and outdoor activities such as bowls and working with “Friends of Parks” groups.

Plans for sport and leisure activity in the city are extensive particularly in relation to the Wellness Programme. These along with measures of success are included as Appendix 3.

Adult and Community Learning (ACL)

The Council, for Adult Education secures learning opportunities through a contracting and commissioning process as a means of addressing the low levels of participation in learning in the city. Well-developed partnerships with statutory and voluntary sector providers, focus on reaching out to hard to engage groups and individuals, and targeting resources towards accessible, community based participation in first steps, non-accredited learning.

All of the services learning opportunities are secured through contracting and commissioning. In order to target resources and ensure an adequate mix of provision, ACL has contracted for delivery with a range of statutory and voluntary organisations.

ACL also commissions learning opportunities via a network of Area Lifelong Forums (mapped to the six Regeneration Framework areas) and through Sunderland City Council internal delivery partnerships that include Adult Services, Libraries and Sports Development.

What is available now?

Some provision is targeted at learners 50+ via core ACL contracts or provision commissioned through the network of 6 area Lifelong Learning Forums that each hold delegated budgets for provision of community based adult and family learning.

The principal contractor for the delivery of services for those 50+ is Age Concern. A range of courses are offered in their City Centre premises and at other venues across the City. Courses include IT for beginners, Arts and Crafts, Music, Astronomy, Swimming for Beginners, Languages, What to do in Retirement, Healthy Living, Calligraphy and Gentle Exercise.

Learning Forum partners are able to apply for funds to work with target groups, often including older learners. One partner, for example, St Gabriel's Church has offered a range of courses for older learners.

ACL assists with capacity building and infrastructure development and can offer discretionary funds via grants for staff/tutor training and development and capital purchases to support learning delivery. Age Concern currently benefits from this type of funding, amongst other organisations that offer services to older learners.

In the 2005/6 academic year 1,724 individual learners 50+ enrolled on ACL courses. This represents approximately 43% of the total No of ACL learners in that year. 604 of these learners were 70 years old or over. Many of these learners completed a number of enrolments for a range of courses.

What will we do in the future?

ACL continues to work with all providers to ensure provision is inclusive and open to all sections of the community.

Specifically, ACL aims to improve targeting in relation to members of the community that are marginalised, excluded or at risk of social exclusion.

An NRF submission, currently under review, includes provision for delivery targeted at potential learners that are economically inactive and/or have health and wellness issues. These target groups are likely to include a sizeable proportion of learners from the over 50 age group.

ACL will continue to plan services and procure delivery in line with wider Sunderland, regional and national objectives, promoting active citizenship, health and the benefits of skills/basic skills and learning development to contribute to a range of other outcomes, e.g. health and community cohesion, culture and community safety.

The provision of 'softer skills learning' and 'learning for leisure' however is under pressure from the Learning and Skills Council as Government policy is focussed on delivering learning for vocational skills and full level 2 qualifications. This focus is not shared to a great degree at a personal level by learners 50+ or the agencies that support them.

How will we measure our success?

ACL was commended for the inclusive practices and targeted learning offered to over 50s in an Adult Learning Inspectorate re-inspection report (for the Sports, Fitness and Leisure area of learning) in Jan 2006. The report vindicated ACL's partnership work with Age Concern and our joint approach to growing and safeguarding work with a number of residential care homes and their residents across the City. The provision of Armchair Aerobics and Gentle Exercise classes allows elderly (75+ in many cases) residents an opportunity to keep fit and active and brings them together in social groups. Additionally, this interface with Age Concern offers participants a route to other support and advice in familiar surroundings. The inspectorate viewed this work favourably in the light of the wider strategic context and it contributed greatly to the award of a Grade 2 (good).

ACL works with all providers in order to measure performance against a set of key indicators that include learner enrolments, attendance, achievement and retention. ACL aims to continuously improve service delivery and arrangements for quality assurance that contribute to these measures. Targets for performance are incorporated in all formal ACL contracts and discussed with providers at scheduled review meetings. Support and challenge from ACL assist with service improvement.

ACL aims to offer an increased number of learning opportunities to existing learners while striving with partners to widen participation amongst currently inactive individuals and groups. Although over 50s do not currently constitute an under-represented group in ACL provision there is a need to reach new learners. ACL will measure impact of marketing and further targeting by assessing how many 50+ learners accessing 2006/7 courses are new participants (i.e. those that have not participated in any formal learning activity within the last 3 years).

ACL holds regular learner focus groups (particularly well attended at Age Concern) and offers learners a chance to evaluate each course on completion. This provides invaluable qualitative information, which in turn feeds into service planning and delivery.

Case Study

Age Concern – Activage Project

Age Concern Sunderland has a vibrant Activage project, which promotes leisure and learning opportunities to older people across the city. It has 631 individuals participating in a range of courses, from French, German and Spanish to gentle exercise and line dancing. A range of computer courses are also delivered through formal learning and drop in opportunities. 'Silver surfers' can learn to use the internet and email and age is no barrier, the oldest 'surfer' being 88 years young.

During the school summer holidays ACS also held 2 successful family learning projects for grandparents and their grandchildren. 15 families took part and learnt about environmental and conservation issues, including how to recycle. The second event was the reminiscence of childhood experiences and pastimes, with grandparents helping the children and create toys of yesteryear.

Cultural Opportunities – Libraries and Community Development

Community Development

What is available now?

Social isolation, as demonstrated by OPPAG priorities, is frequently a problem for older people and Community Associations and libraries can offer many opportunities for people to take part in a variety of social activities for example walking, gardening, tea dances and yoga.

Case Study

The Millennium Centre Story

In 1996 the City of Sunderland entered into a partnership agreement with the National Playing Fields Association to rebuild the partly burnt-out Oval Youth and Community buildings, as one of 10 Super Community Centres to celebrate the Millennium (funded by the Millennium Commission). The main condition regarding this agreement was that the Centre would remain a 'whole community facility', run by local people for local people and open to everyone in the community.

Over the last 7 years the Washington Millennium Centre Board of Directors have remained true to this ethos and far exceed expectations by bringing previously disparate sections of the community together, committed to one project.

"The Philosophy behind the Millennium Centre is one of involvement, rather than direction, so that the centre's make a substantial contribution to the sense of community cohesion and regeneration" said Alison Moore-Gwyn Director of the National Playing Fields Association and added, "The Washington Millennium Centre project fits perfectly with the Government's own aims for building better communities by concentrating on the provision of active recreational sporting, educational and Leisure activities".

The Washington Millennium Centre Trust is a registered Charity and Limited Company; it has an executive Board of Directors 2 of who are over 65 years of age.

Betty Bone one of the Board of Directors said "I have been involved in the new centre and old centre for over 20 years. My role in the old centre was to help co-ordinate the various groups. Lots of the groups we had in the old days are still here, but there are stronger and more outward looking and open to change now. In 1998 when the new centre opened my role developed and during this time I have attended a Queen's garden party on behalf of the NPFA and made a video to support the City's Beacon Status bid".

Paul Dobson, Director of Community Services said "the Centre was an obvious choice for inclusion in two of Sunderland's successful Beacon Council bids – Regenerating through Culture, Sport and Tourism and Libraries as a Community Resource".

Betty Bone's comments were so influential to the Panel of Inspectors who visited the centre that she was invited to the ceremony in London where the title of Beacon Status was conferred. Nick Raynsford, Minister for Local Government at the time commented that ' the Washington Millennium Centre and its Trust Members were highly influential in helping the Panel reach it's decision on Beacon Status' (April 2002).

Ex-factory worker Betty Bone, 72, now the Company Secretary and NPFA representative of the Washington Millennium Centre Trust, greatly impressed the Beacon Panel. She told them 'I never thought I would do anything like this – I've found the niche I was looking for.' – Beacon Panel report, Libraries as a Community Resource.

Whilst the Millennium Centre undoubtedly contributes towards the profile of the City, it has not lost its original vision of providing a much needed community resource for the local community and in particular Older People.

'Community access' is a significant feature of the Councils Cultural Strategy and small localised initiatives are offered through the Community Development Programme.

Case Study

Easington Lane Community Access Point

Since becoming an Access Point in 2001, the aim of the project has been realised. It successfully ensured that existing Miners Welfare Hall facilities remained in place, with the Access Point adding to and enriching existing provision. The initiative has achieved all of its original targets and more, with around 266 Older People attending on a weekly basis. General activities for Older People include, the Male Voice Choir, Ladies Club, Snooker Club, Bowls Club, Disabled Club, Luncheon Club, Senior Citizens Group and the Women's Institute.

The Transport Project has expanded with 89 volunteers drivers passed their Midas test. The scheme supports the Houghton Old Peoples Enterprise Group (HOPE) and the Cameo club who meet at Bethany Church to participate in crafts session and lunch.

Reducing Isolation - Qualified tutors visit local sheltered accommodation to provide mobility exercises "movement to music" and feedback has been very encouraging with staff at the centre reporting Older People normally confined to their chairs all day getting around without assistance, flexing joints not normally used and enjoying the social aspect and reducing isolation for the individuals. The transport is used to bring people into the Centre to socialise and participate in many of the courses and social events on offer. The Lets Go projects promotes a group called NOYS (Network for Old and Young) 2 local elderly people are working up 15 hours a week and linking in with young people to develop a community garden. To self supporting groups have emerged with elderly members providing voluntary peer support in the IT suite and an art and craft group.

Accessibility – The Centre has a wonderful lift, accessible toilets, and loop system installed to make the building accessible. Funding has been secured for an accessible ramp to the front of the building, automatic sliding door, accessible reception area and accessible car parking spaces.

Board Members – The extent of skills and experience of older members has been put to use at Board level, with many of the 20 strong Board being over 60. One member has helped to manage the building for over 40 years and the project nominated him for an MBE, which he was awarded in 2005.

Snooker Club – Recently renovated to a very high standard, membership is on the increase and it is open every day form 9am – 9pm for local people. This is run by our older volunteers and is well used by the many members of the older community.

Library Service

There are 20 libraries in the city and two mobile libraries, all providing a range of activities for older people. Sunderland Libraries go some way to meeting requirements of older people and services, including formal and informal learning, a wide range of reading and audio materials, mobile services to housebound and geographically isolated people. Other library services include:

- Operating a mobile Lifelong Learning/Customer Service Centre vehicle
- Providing a Local Studies Centre
- Working in partnership with the Womens Royal Voluntary Service to provide a 'Books on Wheels' service
- Operate a hospital and schools library service

The 50+ age group are a key target audience for Libraries during 2007.

Community Health Officer

Sunderland Libraries have recently appointed a Community Health Officer, funded through Sunderland Teaching Primary Care Trust and MLA North East, to work with client groups and the overall community in regards to all aspects of health. Present and future resources being developed include, health promotions, around regional and national health issues, health information being available in libraries and a 'Books on Prescription' scheme. The libraries also work in partnership with the Wellness Service in the delivery of these resources.

Reading

All libraries in Sunderland offer a range of reading materials in various formats. Users can borrow standard and large print books, talking books are available for the hard of hearing and newspapers and periodicals are provided free on a daily basis. There is also free access to several subscription for older people and free access websites, offering a huge range of information including newspapers, benefits etc. There are several Reading Groups throughout the city, with one being hosted by U3A (University of the Third Age), and these are all open to older people. One reading group is specifically for Visually Impaired People (VIPs) and currently all the participants are older people.

Spoken Word and other Audio / Visual Materials

Video including feature films, recreational programmes and educational material, DVD and music CDs of all genres are available for hire at reduced rates for older people of retirement age and free for those with visual impairment.

Courses

Sunderland Libraries have a strong relationship with Age Concern and several courses have been made available in libraries.

Informal Learning

Occasional sessions are offered during certain times, e.g. Adult Learners' Week, with special events such as the 'Age Concern Writers' Group', holding an open session to attract new participants.

Drop-in Sessions

Many local libraries have drop-in sessions on a regular basis, either in the form of coffee mornings or general social gatherings. These are a means of attracting older people in a social setting and from which to develop new users. Again this highlights the importance of socialisation in contributing to an active lifestyle.

Nifty-Fifties

The 'Nifty'Fifties' group have been running for several years in the City Library and Arts Centre. Every two weeks, the library organises a meeting, open to those aged 50 and over, at which speakers are invited to talk on a number of subjects, craft activities are offered and visits to other places are available. The sessions are over-subscribed and are so popular that queues begin to form hours before the session starts and are now ticket-only events. All events are free.

Case Study

Silver Surfers

There is public access on computers in all libraries with free Internet access, Microsoft Office and other software. For those with visual impairment, a package called 'Zoom Text' is installed on every People's Network PC. Zoom Text enlarges and enhances everything on the screen to enable users to see more easily. JAWS, a package that translates text from the screen into audible voice format, is being installed on a rolling programme across all libraries. Currently, this is installed at

- City Library & Arts Centre
- Kayll Road Library
- Sandhill Centre Library
- Southwick Library

'Silver Surfers' sessions are offered whenever the opportunity arises and are always well attended. These sessions are aimed at opening up the world of the Internet to older people and have resulted in some wonderful examples of people becoming regular 'surfers' in their own right.

What do we plan to do in the future and how will we measure our success?

- Learndirect is to be piloted at Washington Town Centre and Hetton Libraries, with courses being aimed at learning new skills on computers and stock will be bought to support the Lifelong learning agenda. The service will aim to set up another 50+ readers' group at a community library, develop another Visual Impaired Readers' Group and look at how the 'books on wheels' service can be improved.
- A toolkit has been developed to engage with the 50+ on services and how libraries are best placed to engage with them. The service will use this toolkit to develop programmes to the 50+ group e.g. buying stock for libraries, consulting with them on events they would like to be involved in etc. In addition, we will also look at 'volunteering' and how they can help and use their skills to enhance in library services. The libraries service will also be celebrating the 'International Day of Older People' in October 2007.
- Activities for older people will be promoted by highlighting sessions.
- Through our Cultural Strategy and Wellness Guide we are trying to change perceptions of what is an active lifestyle. There are obvious examples of what constitutes 'fashionable' exercise, but the Cultural Strategy attempts to broaden our understanding of physical activity and promote less strenuous activities such as walking, gardening, allotments and outdoor activities such as bowls and working with 'Friends of Park' group.

Resource Directory

The Council, as part of its 'One Council' approach will in the near future, develop a Resource Directory to actively promote these and other services provided by a wide range of agencies and the voluntary sector.

This will be a web based service directory, which will be able to be accessed by customers, professionals, carers and other interested parties. It will include information relating to the functions and services provided or commissioned by the Council and will enable customers to search for specific types of service as well as defined criteria such as geographical area and availability.

9. The Council as an employer

HR Strategy and the 50+ workforce

The Council recognises the contribution it can make to the Strategy through its own role as a major employer within Sunderland. This is reflected in the vision for the council's Human Resource Strategy, which outlines the council's commitment to deliver human resource solutions, which will support the delivery of 'an enhanced quality of life for all citizens, through the enrichment of economic, social, educational, leisure, health and housing opportunities'.

Equality and Diversity

The Council's Equal Opportunities Policy sets out a commitment to promoting equality and diversity in all undertakings and this includes eliminating discrimination on the grounds of age.

Where we are now

To deliver the Human Resource Strategy the council has in place a Workforce Development Plan, outlining the council's key people objectives. This has been developed to encompass the differing needs of the workforce; therefore the plan is deliberately broad and flexible to accommodate changing and diverse needs.

In delivering the outputs of the plan services are tailored to the needs of individuals through specific work strands; e.g. ensuring that the methods and tools used in delivery of training are matched to the learner's individual needs or tailoring an Occupational Health resource to a specific age group.

The council's recruitment and performance management frameworks are competency based and therefore do not preclude individuals from applying for a post based upon age, unless there is a specific statutory obligation.

In recognising that an increasing number of employees may wish to consider working beyond retirement and in compliance with the Employment Equality (Age) Regulations 2006, all employees are offered the opportunity to request working beyond retirement.

Monitoring and measuring performance

The council undertakes detailed workforce analysis which shows that over 30% of employees are in the 50+ age band (September 2006). Within this there are 696 employees aged 60+, which includes 36 employees over 65. The council also needs to understand how it performs in relation to the wider economy the table below shows a comparison between the city's working age population and number of employees, which demonstrates positive results in relation to the 50+ population.

Council Employee Breakdown by Age - September 2006

**Sunderland
residential
working age
population
(16-59/64)***

Age group	Employees	%	(16-59/64)*
Under 20	269	1.9%	8.8%
20-29	2,200	15.4%	21.3%
30-39	3,180	22.2%	22.0%
40-49	4,306	30.1%	23.4%
50-59	3,656	25.6%	20.7%
60+	696	4.9%	3.8%
Total	14,307	100.0%	100.0%

Average age 42.7 yrs 38.4 yrs

*178,200

Source: Sunderland City Council and ONS (Mid-2005 estimates of population)

Next Steps

The rapid decline in workforce over 60 has identified a need to develop an 'Older Workers Strategy' in order to support employees more effectively into retirement and retain skills and experience. Future plans include exploring flexible retirement options; finding ways to develop mentoring programmes, such as Pupils First, to bring together different age groups and ensuring all employees, through our commitment to Lifelong Learning, develop skills for all stages of their life.

There are challenges ahead for the council in ensuring that we continue to meet the needs of all employees and working in partnership to deliver the 50+ Well Being Strategy will assist us in developing the right solutions.

Case Study

Tom is 68 and works for Sunderland City Council for Parks. Tom's main responsibility is to maintain the gardens in Grangetown Cemetery. Tom also enjoys providing assistance to the public whenever he can and with the current interest in tracing your ancestors there are plenty of opportunities for that.

Even though Tom has been working since he was 15 he still works full time and feels fortunate to be working in a job which he enjoys and feels motivated by.

Over the years Tom has had a range of jobs; when he began his working life, like many local men, he was encouraged by his father to gain a 'trade' and joined the ship yards as a sheet metal worker. After being made redundant at 22, Tom worked in a variety of jobs, most of the time driven by the work that was available and the need to support his family.

It wasn't until Tom joined the council in the Allotments Office in 1991 that he realised that he could combine his growing enjoyment of gardening with a job. In 2003 Tom made a request to carrying on working and was delighted when his request was granted.

Tom's advice is that it is never too late to look for new opportunities, particularly if you are thinking of wanting to work beyond retirement and it is never too late to retrain and develop new skills to help you pursue something that really interests you.

Case Study

Larry is 70 years old and has worked for Sunderland City Council for approximately 20 years.

Larry is a Grade 2 Swimming Instructor and Qualified Lane Coach, working for Sport and Leisure as a part time Community Sports Coach. He also delivers swimming lessons at various leisure centres and schools (Washington Leisure Centre, Newcastle Road Baths, Crowtree, and Hetton Sports Centre, Usworth Comprehensive School, Castleview centre and Thornhill School). Larry works part time and works between 3 to 15 hours per week.

Before working for Sunderland City Council, Larry used to work in the Phillips factory, and when he was made redundant decided he wanted a change of career and enrolled on a number of courses (one of them being a swimming teachers course). His tutor spotted that he had a natural talent for coaching younger children and from then on, he became a swimming coach.

Working life to Larry means everything. It keeps him in contact with the friends and people he knows (Larry considers his managers and colleague as friends as he has known them for so long) and continues to work for this reason rather than for financial benefit.

Larry plans to keep on working for as long as he is fit and healthy. His aim is to build a bridge to the future by keeping children in the water and swimming, and to hopefully train and encourage them to become coaches later in life.

10. Implementation of the Strategy – Phase 1

All members and officers of Sunderland City Council have a responsibility for the implementation of the 50+ Strategy.

Political context

- Cabinet members will ensure that the aims of the 50+ strategy are reflected in the portfolios of all members.
- Members will ensure that the aims of the 50+ strategy are reflected in the Council decision-making and policy review processes.
- The Adult Services Partnership Board will oversee the strategy and advise Cabinet on future developments
- The Health and Well Being Review Committee will review progress in delivering the strategy

Corporate context

- The Executive Management Team will ensure that the aims of the 50+ strategy are mainstreamed into the Council's overall organisational agenda through its community leadership and enabling roles.
- Directors and Heads of Service will ensure that all services are delivered in line with the 50+ strategy through the Councils strategic planning process. This will be reflected in the Corporate Improvement Plan with appropriate resources linked through the Councils Medium Term Financial Plan.
- Heads of Service will monitor and implement the provisions of this strategy through the work of all relevant Senior Management Teams and operational delivery requirements
- The Council will develop a 50+ Project Group, within the new Directorate of Health, Housing and Social Care to be responsible for ensuring that the objectives of the strategy are driven forward and reflected in all aspects of the Councils work.
- The Council will develop a '50+ Observatory whose role will be to constantly scan the horizon, nationally, regionally and locally for issues affecting this age group.
- The Council will develop a communication and consultation strategy to engage with the 50+ age group through such media as Community Spirit and Age Concern 50+ forum.
- Develop Older Workers strategy in order to assist employees more effectively into recruitment.

Partnership – City wide context – Phase 2

- The Council will commence working with partners, through the Local Strategic Partnership and Older Persons Partnership Action Group to own and develop the strategy citywide to improve the Well-being and Independence of the 50+ Citizens of Sunderland.

Appendix 1

OUTCOME PRIORITIES	INDICATORS and BASELINE DATA	TARGETS to 2009				LINKED PLANS / FUNDING SOURCE
		Baseline	Mar 07	Mar 08	Mar 09	
<i>Improving Health</i>	<i>Adding Years to Life</i>					
	Life expectancy @ 65 years (i) Males (ii) Females	Baseline to be developed as part of the Health Improvement Monitor for 2005/06				
	Annual mortality rates (rate per 100,000 population) (i) 65-74 years (ii) 75+ years And for specific conditions:	(i) 2856 (ii) 9805				
	- Chronic heart disease	(i) 627 (ii) 1904				
	- Stroke	(i) 264 (ii) 1295				
	- Cancers	(i) 1028 (ii) 1971				
	- Following fractured neck of femur (i) 65-84 years (ii) 85+ years	(i) 10.5 (ii) 329				

Adding Life to Years/Health Inequalities					
Older people perception - % who stated that they were healthy (self-assessment)	Baseline to be developed 2005/06. Project mandate is "LAA – Perception & quality of life measures in healthier communities & older people block". Developed as part of the Health Improvement Monitor for 2005/06.				
% of older people who take physical activity – recommended level	Baseline to be developed as part of the Health Improvement Monitor for 2005/06				
% of older people consuming 5+ items of fruit/vegetable per day	Baseline to be developed as part of the Health Improvement Monitor for 2005/06. However, figures from 2001 ONS Census indicate that this is x% of individuals aged 65+ years.				
Emergency hospital admission rates for older people per 100,000 population (condition specific):					
- caused by fall	2472				
- fracture neck of femur	455				
- stroke	To be reported upon for 2006/07				
- chronic obstructive pulmonary disease	To be reported upon for 2006/07				
Improving Services Relating to Older People with Mental Health Problems – Sub-objective					

	Older people perception - % who stated that they felt as mentally active as possible	Baseline to be developed 2005/06. Project mandate is "LAA – Perception & quality of life measures in healthier communities & older people block"				
<i>Key milestones:</i>						
■						

OUTCOME PRIORITIES	INDICATORS and BASELINE DATA	TARGETS to 2009				LINKED PLANS / FUNDING SOURCE
		Baseline	Mar 07	Mar 08	Mar 09	
<i>Improving Quality of Life</i>	<i>Quality of Life Measures</i>					
	Standard quality of life measure – all individuals	Baseline to be developed 2005/06. Project mandate is "LAA – Perception & quality of life measures in healthier communities & older people block"				
	Standard quality of life measure – those with dementia	Baseline to be developed 2005/06. Project mandate to be developed				

Older people perception - % who stated they are living the life they choose	Baseline to be developed 2005/06. Project mandate is "LAA – Perception & quality of life measures in healthier communities & older people block"				
% of registered social care landlords (housing associations) housing that met decent homes standard - older people	97.3%				
% of private sector housing in satisfactory condition – older people (% in brackets estimated households with vulnerable individuals	90.1% (57.4%)				
Promoting Independence					
Proportion of older people helped to live at home by Adult Services commissioned services per 1,000 population	126 (5,662 clients)				
Admissions of older people to authority-supported care/10,000 population aged 65+	119				
Social Exclusion					
% of older people who stated that they "very strongly" belonged to their neighbourhood (MORI)	Baseline to be developed 2005/06. Project mandate is "LAA – Perception & quality of life measures in healthier communities & older people block"				
% of access to Council services: (i) leisure and cultural services (ii) all Council services	(i) 40% (ii) -				

	Older people's perception of access to services	Baseline to be developed 2005/06. Project mandate is "LAA – Perception & quality of life measures in healthier communities & older people block"				
	Access to local transport links: % satisfaction with bus transport for over 55's	67%				
	Fear of crime PI's – for older people	To be reported upon for 2006/07				
<i>Key milestones:</i>						
■						

OUTCOME PRIORITIES	INDICATORS and BASELINE DATA	TARGETS to 2009			LINKED PLANS / FUNDING SOURCE
		Baseline	Mar 07	Mar 08	
<i>Freedom from Discrimination</i>	% of older people from ethnic minorities assessed compared to % BME in general population (No's in brackets are % from BME clients assessed in year)	0.52 (0.26%)			
	Older people perception - % who stated cultural, religious & sexual needs respected	Baseline to be developed 2005/06. Project mandate is "LAA – Perception & quality of life measures in healthier communities & older people block"			

	No. of racial incidents relating to older people (i) reported (ii) % requiring further action	To be reported upon for 2006/07				
	No. of MAPPVA investigations relating to older people/100,000 people	To be reported upon for 2006/07				
<i>Key milestones:</i> ■						

OUTCOME PRIORITIES	INDICATORS and BASELINE DATA	TARGETS to 2009				LINKED PLANS / FUNDING SOURCE
		Baseline	Mar 07	Mar 08	Mar 09	
<i>Making a Positive Contribution</i>	Older people perception - % who stated that they felt valued as a member of community	Baseline to be developed 2005/06. Project mandate is "LAA – Perception & quality of life measures in healthier communities & older people block"				
	Perception of involvement with voluntary sector	Baseline to be developed 2005/06. Project mandate is "LAA – Perception & quality of life measures in healthier communities & older people block"				

	% of older people who stated that they voted in elections	Baseline to be developed 2005/06. Project mandate is "LAA – Perception & quality of life measures in healthier communities & older people block"				
	% of older people who stated that they were "satisfied" with the way the council is running the city (MORI)	63%				
	% of older people who stated that they were well informed about the way the council is running the city (MORI)	48%				
	% of older people who agreed that the council asks for the views of local people (MORI)	45%				
	% of older people who agreed that the council listens to the views of local people (MORI)	28%				

Key milestones:

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OUTCOME PRIORITIES	INDICATORS And BASELINE DATA	TARGETS to 2009			LINKED PLANS / FUNDING SOURCE
		Baseline	Mar 07	Mar 08	
<i>Choice and Control</i>	No. of direct payments for older people/100,00 corresponding population (No's in brackets are actual numbers at end period)	507 (228)			
	Older people perception - % who stated that their life was they one they chose	Baseline to be developed 2005/06. Project mandate is "LAA – Perception & quality of life measures in healthier communities & older people block"			
	Access to advice services	To be fully defined and reported upon for 2006/07			
<i>Key milestones:</i>					
■					

OUTCOME PRIORITIES	INDICATORS and BASELINE DATA	TARGETS to 2009				LINKED PLANS / FUNDING SOURCE
		Baseline	Mar 07	Mar 08	Mar 09	
<i>Personal Dignity</i>	Older people perception - % who identified they were treated with dignity and respect	Baseline to be developed 2005/06. Project mandate is "LAA – Perception & quality of life measures in healthier communities & older people block"				
	CSCI/internal monitoring against standards for range of services, e.g. residential care	To be fully defined and reported upon during 2006/07				
<i>Key milestones:</i>						
▪						

OUTCOME PRIORITIES	INDICATORS and BASELINE DATA	TARGETS to 2009				LINKED PLANS / FUNDING SOURCE
		Baseline	Mar 07	Mar 08	Mar 09	
<i>Economic Prosperity</i>	% of people aged: (i) 50+ and working age; (ii) 60+ and outside working age claiming all types of benefit	-				
	Access to welfare benefits & income maximisation	To be fully defined and reported upon during 2006/07				
	Employment rate of people aged 50 or over	56.3%				

	% of single elderly households experiencing fuel poverty	37%				
	Older people perception - % who stated that they were economically secure	Baseline to be developed 2005/06. Project mandate is "LAA – Perception & quality of life measures in healthier communities & older people block"				

Key milestones:

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Appendix 2

What we plan to do	Measures of success
Develop a network of Wellness Centres within sport and leisure facilities (Sport and Physical Activity Strategy)	7 Centres to be open by 2008 (including Stadium Park)
Creation of a Community Sport Network (Sport and Physical Activity Strategy)	Engage with residents, including those over 50
Continue to deliver on the services and programmes outlined above: <ul style="list-style-type: none"> • Distribution of the Wellness Guide • State of the Art Equipment • Wellness Training Groups • Exercise Referral Programmes • Leisure Centre Programmes • Maintain the Active plus card • Continue to deliver Sports Development Initiatives 	Continue to deliver key services
Deliver specific sessions targeted towards the over 50's, at the new 50m pool at Stadium Park. This will involve the use of pool moveable floors to encourage participation and the use of state of the art Wellness equipment	Programme of sessions to be established and implemented following opening of the 50m pool and Wellness Centre
Development of the new 50m pool and Wellness Centre	Consideration of older people in the design and fitting out process
Develop spoke site in the following areas of the City: East, Washington and the Coalfield	Wellness equipment to be purchased and operating from the respective areas
Develop patient referral pathways for conditions which are improved by physical activity. Work with health partners and improve 'sign posting' (Sport and Physical Activity Strategy)	2 pathways established Annual increase of 10% of GP surgeries referring patients through the exercise referral programme
Develop the work of the Wellness Strategy Group to address health inequalities in Sunderland (Sport and Physical Activity Strategy)	Increase the number of existing partners. Annual shared action plans implemented
Publish a magazine early in 2007, specifically targeted towards the over 50's, outlining the benefits of physical activity and the Wellness Service	Magazine to be published and distributed to City residents

Work in partnership with Sunderland Teaching Primary Care Trust to support the work of the 'Exercise Practitioner for older people'. This work will focus on physical activity for older people, as well as those with 'risk factors' associated with their health	Position appointed and programme of work to be agreed
Continue to develop work associated with measuring physical activity levels and data collection, through the Wellness Service.	Data sets to be established and Technogym technology to be used to measure participation levels.
Continue to develop work associated with the Adult Obesity Programme (Service Plan)	Client referral pathways identified for overweight and obese older people
Piloting a neighbourhood approach (Washington) towards the delivery of sport and physical activity, with a focus on activities for over 50's	Mapping exercise to be completed
Beacon Status	Continue to disseminates areas of good practice
Encourage over 50's to participate in walking programmes throughout the City (Service Plan)	Establish a pilot Community Walking Programme linked to Area Wellness Centres and develop Walking Programmes in other areas of the City
Develop a programme of fitness activities for the over 50's at the Millennium Centre (Service Plan)	Programme of sessions to be established and implemented following opening