

Strategic Direction and Action Plan

Desired Outcome	Related Objectives	Key Actions	When	Agency¹	Others
Improved quality of life for older people	<i>Reduction in nos. of older people living in poor quality housing</i>	Bring all retirement schemes up to modern standards	2013	EBC	RSLs
	<i>Ensure all social rented homes (Eastbourne Homes and RSL) are brought up to the Decent Homes Standards</i>	Work with housing partners to bring all social rented flats for older people up to the Decent Homes Standard	2010	EBC	
		Identify gaps in repairs and maintenance services and develop services to plug gaps	ongoing	EBC	
	<i>Ensure that 80% of private sector homes occupied by older people reach Decent Homes standards by 2010</i>	Ensure that all new specialist housing includes a minimum of 30% affordable housing on-site ² Publicise available funding for private sector renewal via ASC/vol sector as well as housing related sources	On-Going 2007	EBC EBC/ ASC All	Vol orgs/ ASC
Improved quality of life for older people	<i>Improve the accessibility of housing occupied by older people</i>	Ensure LDF Core Strategy includes Lifetime Homes standard for all new housing	2007	EBC	AHG
		Promote the provision of a minimum of 10% wheelchair housing in all residential developments	ongoing	EBC/ASC	
		AHG strategy to include actions on improvements on adaptations services	2007	AHG	

¹ See Key at the end of the Action Plan

² As of Dec 2006. Likely to go up to 40% by 2008 following national legislation

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	<p><i>Assist the take-up of cultural and sporting(exercise) activities by older people</i></p>	<p>Increase by 10% annually the number of people in specialist housing (social and rented) attending Extend or similar classes</p> <p>Use retirement housing as a facility offering suitable exercise older people in the community and incorporate in all new developments</p>	<p>2007-9</p> <p>2007 On</p>	<p>EBC/PCT</p> <p>EBC/PCT</p>	<p>ASC</p>
<p>Improved quality of life for older people</p>	<p><i>Ensure Fair access to services - Increase the number of people who have access to support services regardless of housing type or tenure in line with emerging SP and Joint Commissioning Strategy for Older People</i></p>	<p>Extend housing-related support to vulnerable older people living in non-retirement housing including those currently not eligible for SP funded services (see also 'Making a Positive Contribution' below)</p> <p>Seek funding to extend the role of HIAs and the voluntary sector to provide low-level preventative support e.g. gardening; window-cleaning</p>	<p>2008 onwards</p> <p>2007-10</p>	<p>SP/EBC</p> <p>SP/ASC</p>	<p>ASC</p> <p>EBC/vol</p>

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	<i>Enable the development of innovative support services</i>	Seek funding with the third sector to pilot innovative solutions such as Keyring /Homeshare Develop housing-related support services to people living with dementia and complex needs Promote Assistive Technology and TeleHealth	2007 2009 ongoing	ASC/ Vols ASC/Sussex Partnership ASC/PCT	ASC/ vol sector EBC/vol/PCT EBC/indep
<p>Improved health and emotional wellbeing –</p> <p>Prioritise all services to Hampden Park/Devonshire/Upperton wards</p>	<i>Prevent social isolation of older people living in their own homes and ensure social links of older people are maintained when they move</i>	<p>All new developments sited close to transport links, health, leisure and other amenities</p> <p>Increase the use of all the communal facilities in existing and new retirement schemes by wider community</p> <p>Prioritise activities in areas of greatest deprivation</p>	Ongoing 2010 Ongoing	EBC Hsing & Planning/ Leisure EBC/RSL All	

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	<i>Develop services to reduce the risk of falls</i>	<p>Reduce by 10% the number of falls of older people in specialist housing through the promotion of a 'Trip Risk' self-assessment</p> <p>Expand the mobile response service to assist in the prevention of unnecessary hospital admissions.</p> <p>Link with priorities of Joint Commissioning Strategy for OP</p>	2006-2010	EBC/RSLs PCT	ASC/vol
Improved health and emotional wellbeing –	<i>Develop systems to gather need data</i>	Link with SAP/Social Care Direct ensuring those carrying out assessments record and pass on information on any support needs to HIA and floating support services as appropriate	2007 on	ASC/SP	
Improved quality of life for older people	<i>Access to appropriate treatment and support in managing long-term conditions</i>	<p>Review findings of Kent Telehealth pilot and introduce to Eastbourne as appropriate</p> <p>Examine potential need for provision of intermediate care beds in new ExtraCare developments in line with priorities of Jt Commissioning Strategy for OP</p> <p>Develop protocol in liaison with mental health team, hospital staff and social workers to reduce delays in discharging older patients caused by lack of suitable housing with support</p>	<p>2007-8</p> <p>2007</p>	<p>PCT/ASC</p> <p>PCT/ASC /Sussex Partnership</p> <p>PCT/ASC/ EDGH/EBC/ Sussex Partnership Trust</p>	

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	<i>Contribute to the reduction in nos. of older people presenting with depression</i>	<p>Improve physical environment of housing and surroundings (see above)</p> <p>Promote the role of 'activities coordinator/community worker' to enable isolated older people in the community to access retirement housing/extracare housing-based activities</p>	<p>2008</p> <p>2007</p> <p>2008</p>	<p>EBC</p> <p>ASC/PCT EBC</p> <p>ASC/PCT/SP</p>	
Making a positive contribution –	<i>Increase the number of older people taking part in forums for involvement of design and delivery of public services</i>	<p>Develop a sustainable mechanism to enable people 50+ to participate in the design and delivery of specialist housing and support services in Eastbourne</p> <p>Develop means of getting housing related information to people 50+ in conjunction with OP Forums</p> <p>Develop proposals for innovative ways of enabling older people to contribute to the provision of support for peers (Homeshare/Keyring/Adult Placements/pilot peer neighbour support scheme)</p>	<p>2007</p> <p>2007</p> <p>2007</p>	<p>Locality groups/SP Forum</p> <p>OP forums/ASC</p> <p>Locality gp OP forum</p>	Vol orgs
Economic wellbeing	<i>Enable income maximisation for housing related needs</i>	Develop signposting pathway for users to maximise income and evaluate costs of housing and support	<p>On going</p> <p>2007</p>	<p>Locality gp</p> <p>ASC</p>	ASC/EBC

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		Monitor progress of West Sussex CC individualised budgets pilot and implement as agreed county-wide	ongoing	EBC	
		Ensure service charges are kept affordable	ongoing	all	
		Promote information on insulation and fuel-related grants			
Increased choice in housing and support options –	<i>Improve range of housing options for older people with care and support needs</i>	Integrate new supported housing schemes for older people in larger housing development	On Going	EBC	RSLs/SP/ASC
		Agree approach to the provision of ExtraCare for people with dementia	2007	ASC/Sussex Partnership/ CPHSG	
		Develop a minimum of 50 units of Extra Care housing on two or three sites where demand is likely to be highest – to include around 25% shared equity	2008 onwards	EBH/EHL/ASC	
		Explore alternative affordable home ownership options and incorporate leasehold properties in new developments	ongoing	EBC/ASC	
		Promote innovative alternatives i.e. APS/Homeshare	ongoing	ASC	

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Increased choice in housing and support options –	<i>Increase number of older people in non-retirement housing receiving housing related support</i>	<p>Identify and pilot models of tenure-neutral floating support that are flexible appropriate to specific contexts and across</p> <p>Link with SAP and care plans ensuring those carrying out assessments record and pass on information on any support needs to HIA and floating support services as appropriate</p> <p>Link with Environmental Health, Fire and Rescue and other front-line staff to pass on information on any support needs to support providers as appropriate</p>	<p>2007 on</p> <p>Ongoing</p> <p>2008</p>	<p>Locality group/SP</p> <p>ASC/SP</p> <p>Locality group</p>	
	<i>Ensure Older people are more aware of housing and support options across all tenures so they can make informed choices</i>	<p>Develop information strategy in conjunction with OP Forum (see above)</p>	<p>2007</p>	<p>Locality gp</p>	
Freedom from discrimination	<i>Work with potentially excluded populations to identify specialist needs and preferences and appropriate developments</i>	<p>Develop appropriate housing related services to reduce the potential isolation of people with hearing, sight or other disabilities</p> <p>Develop appropriate housing related services to reduce the potential isolation of non-English speakers</p>	<p>Ongoing</p>	<p>AHG</p> <p>Locality gp/vol orgs/EBC</p>	

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	<i>BME LGTB Faith Non-english speakers</i>				
	<i>Ensure Fair access to services - Increase the number of people who have access to support services regardless of housing type or tenure in line with emerging SP and Joint Commissioning Strategy for Older People</i>	See above Seek funding to extend the role of HIAs and the voluntary sector to provide low-level preventative support e.g. gardening; window-cleaning	2008 2007-10	SP/EBC SP/ASC	ASC EBC/vol
Increased partnership working	<i>Review how partnership working should be undertaken with the private sector.</i>	Work with the COPHSG to develop countywide strategy			
	<i>Formulate partnership arrangements into a partnership agreement for all new developments where capital/revenue resources are identified.</i>	Review partnerships in the light of key documents and existing terms of reference and incorporate an agreed, shared rationale for the development of housing and support services in the County Housing and Support Strategy.			

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Evaluate effectiveness of the strategy	<i>Monitor and review the actions and outcomes of this strategy</i>	Establish Steering group to oversee progress on quarterly basis Hold Stakeholder Forum annually on progress of actions and outcomes Report progress to COPHSG and Strategic Forum	2007 annually annually		