

Report to: **Scrutiny Committee for Adult Social Care**

Date: **13 September 2007**

By: **Director of Adult Social Care**

Title of report: **Staying home, Living well - Draft Housing and Support Strategy for Older People and carers in Hastings and Rother– 2007/2027**

Purpose of report: **To seek approval on the draft strategy, action plans and consultation plan**

RECOMMENDATIONS

The Scrutiny Committee are recommended to:

- 1. Approve the draft strategy and action plan**
 - 2. Endorse the current consultation arrangements**
 - 3. Contribute to the consultation**
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1. Financial Appraisal

This draft strategy and action plans (Appendices 1, 2 and 3) set the strategic direction and highlight the key priorities in relation to housing and support services for older people and carers in Hastings and Rother. There will be future implications for capital and revenue investments as detailed in the plans for both Adult Social Care (ASC), Supporting People and Hastings and Rother Council's. It is intended that the proposals in the action plans of each of the four Housing and Support strategies will be considered by the County Housing and Support Group and the Supporting People Strategic Forum in order to identify investment priorities on a county wide basis.

The main cost of the consultation process will be in the distribution of hard copies of the strategy and summaries to interested parties and funding of local consultation events. The cost of the consultation will be met from within existing resources. A key aim of the strategy is to promote partnership working between the statutory, independent and voluntary sectors to better utilise current resources, maximise access to financial resources to develop new services and ensure value for money.

2. Supporting Information

Introduction

- 2.1 The draft Housing and Support Strategy for Hastings and Rother is one of four district/borough council based strategies being developed to take forward the joint agenda of ASC, Housing, the Primary Care Trust, voluntary sector, hospital trusts and Sussex Partnership Trust regarding the provision of specialist housing and housing related support for older people and carers. The strategy is set within a 20 year framework, reflecting changing needs, gaps in services and preferences of an ageing population.
- 2.2 The strategy's emphasis on the social inclusion and wellbeing of older people as a group reflects the important role of housing and environment as part of the ASC approach to preventative services and quality of life. As outlined in the strategy, this agenda contributes to a number of actions in the ASC 3- year plan and the ASC Strategy & Commissioning Division Business Plan. The 'direction of travel' indicated in the strategy has been incorporated into the Joint Commissioning Strategy for Older People 2007/12 and the

Supporting People Strategy and also links with the Accessible Housing and Disabilities and Quality of Life of Older People strategies currently under development.

- 2.3 Each Locality strategy gives a picture of local needs and gaps in services. It describes priorities for future investment in the areas of extracare housing, supporting people monies and other housing-support related services both in terms of priority groups and priority areas.
- 2.4 The attached draft strategy and action plans have been developed by the multi agency locality group comprising of representatives from ASC, Hastings Borough Council and Rother District Council Housing departments, the Supporting People Team, Hastings and Rother Primary Care Trust, the voluntary sector, independent sector, Hastings and Rother Seniors Forum and incorporates their priorities.
- 2.5 Following agreement from the Lead Member and all partners it was agreed that the draft strategy would be circulated for wider consultation for a 3 month period from July to September under the COMPACT arrangements (this period has now been extended to October to allow for the Holiday period).
- 2.6 A consultation plan (Appendix 4) was approved by the locality group and describes a broad range of methods which will be used to ensure effective involvement of key stakeholders. These include access to the strategy on ESCC website and consultation questionnaire (with links to Hastings and Rother Council's and the Primary Care Trust's websites), circulation to key planning groups, attendance at Seniors Forums, promotion in local press and newsletters and range of consultation meetings to enable face to face discussion and feedback. Hard to reach groups such as older people from Black and minority ethnic groups, carers and older people with mental health needs will be targeted.
- 2.7 Following the conclusion of the consultation period in September 2007 it is proposed that the revised draft strategy will be presented to Lead Member for final approval and adoption in November 2007. The strategy will then be presented to Hastings Borough and Rother District Councils and Hastings and Rother Primary Care Trust in November 2007 for approval and adoption.
- 2.8 Funding is being sought from key partners to finance a user friendly version of the final strategy to be published in November/ December 2007 to ensure wider circulation.

3. Conclusion and Reasons for Recommendation

This locality strategy reflects the national and local agenda for the role of housing and related support in maintaining the quality of life of older people and helping them remain at home. As such it is a key platform of the work of the department and it is recommended that the committee give its support to its further development and implementation. The approach outlined in the consultation plan will ensure that all key stakeholders including older people and carers will have an opportunity to comment on and influence the strategy. Comment from the Committee on the strategy documents is welcomed.

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Chief Officer's title Director of Adult Social Care

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Local Member(s): All

BACKGROUND DOCUMENTS: None

Appendix 1

Staying home, living well - Housing and support Strategy for older people and carers in Hastings and Rother 2007/2027 - Executive Summary- draft

1.1 Introduction

East Sussex County Council has worked closely with older people, their carers and our partners in Hastings and Rother Councils, health, voluntary and independent sectors to plan how we can improve accommodation and housing support services for older people in the Hastings and Rother areas.

This draft Housing and Support strategy is the result of that work and describes an integrated and co-ordinated approach to the development of services with our partners. We have taken into account a number of issues including national and local priorities, what older people and carers say they need, what changes we need to make to services and what resources are available.

Though primarily addressing the needs of people over 65 and their carers we also consider the future needs of people who are around 50 who during the life time of the strategy will reach retirement age.

Our vision is to:

'To enhance the social inclusion, well – being, dignity, choice and independence of older people living in Hastings and Rother through

- Enabling them to remain in their own homes for as long as possible or move to a more suitable home
- Enabling the development of a range of options for housing, care and support in later life and facilitating active and informed choices

The demography of Hastings and Rother is significantly different and demonstrates different needs and supply issues. Hastings covers a smaller area, has a higher population density and social deprivation than Rother which has a lower population density and the challenges of providing services in a rural setting. Although there are issues common to both areas we have highlighted significant differences where appropriate which will impact on both service development and delivery.

2.1 Strategic context – national and local

The housing, care and support needs of older people are high on the government's agenda in response to the challenge of a growing older population. There has been a shift in focus away from targeting services and resources primarily on the most vulnerable older people in acute and residential settings to an enabling approach to a wider range of older people to live independently in the community. Housing and support services have a key role to play in achieving this.

Key government strategies including the White paper 'Our Health, our care, our say' 2006 and the Supporting People programme have emphasised the importance of improving quality of life and well being of older people by enabling them to make a positive contribution to their community, to exercise choice and control and to have access to housing related support which will enable them to obtain or remain in their own home.

Locally the East Sussex Older People's Commissioning Strategy 2007/12 and Supporting People Strategy 2005/10 have brought together a key set of aims and objectives. Their outcomes are to provide a broad range of health, care, support and housing services to meet difference levels of need from the 'fit and able' to the 'most frail' older people, with an emphasis on preventing physical and mental health deterioration through timely intervention. To also promote 'active aging' through older people's participation in the development, delivery and monitoring of services.

3.1 Consultation

To inform the development of the strategy we looked at national evidence about how older people viewed their housing situation and their future needs. The majority of older people expressed a desire to remain in their own home, have a say in planning future housing options and design and the importance of their home being accessible to good local transport, facilities and amenities.

These views were also reflected in the local consultation sessions that were held with older people, carers and our partners in Hastings and Rother. A range of issues were identified as essential when planning housing and support services including;

- Choice and full knowledge of housing and support options across all tenures
- Affordability of services, and support to maximise income and benefits
- Needs of carers and people with dementia need to be considered in any developments
- Important to maintain people's links to their community to prevent social isolation

4. 1 Demand and needs

To determine current and future needs and demand for housing and support services we looked at Census data from 2001, ONS sub national population projections to 2026, national prevalence data, local adult social care and public health statistics, current housing registers and the results of local housing needs surveys carried out in 2005.

We looked at number of significant factors to get a whole picture of the range of people's health, social care and housing needs.

- Population projections
- The numbers of older people living in each area
- Household composition, living conditions and income
- Health, disabilities, mental health and tenure
- Diversity
- Formal and informal care needs
- Housing needs and demand

Key themes emerged that were common to both Hastings and Rother as well as significant differences and these are summarised below;

- The % of people over 65 who live in Hastings(17%) and Rother(28.4%) is above the national average and over the next 20 years there will be a significant increase
- The largest number of older people live in the Bexhill wards of Rother on the coast
- Over 40% of older people live in rural Rother and are less likely to have access to services
- The majority of older people in both Hastings and Rother live in the private sector with a large % of these being owner occupiers
- There is a higher level of deprivation in Hastings and this is reflected in a higher number of people who are on low incomes, have limiting long term illness and live in poor housing conditions
- There will be a significant increase in the number of older people with mental health needs and in particular dementia – this is more prevalent in Rother where there are a larger number of older people
- There is a demand for a range of both specialist accommodation and support services in both the affordable and private sectors

- Numbers of older people from black and minority ethnic groups are relatively low but these are set to increase over the next 20 years particularly in Hastings
- Both Hastings and Rother have a significant number of people over 65 who provide informal care which may conceal needs

5. 1 Mapping resources and supply

There are a broad range of housing and support services in Hastings and Rother provided by the statutory, voluntary and independent sectors. These are mainly situated where there are high concentrations of population in the coastal strip which includes all of Hastings and Bexhill in Rother which means there are limited services for the 40% of older people who live in rural Rother.

Key themes that have emerged from looking at supply and resources:

- The majority of sheltered housing provision and residential and nursing care homes are centred in the towns in both Rother and Hastings with limited supply in rural Rother
- There is only one extra care housing scheme in Hastings and Rother respectively
- The quality of private sector housing is a concern for both Hastings and Rother councils and will impact on older people's housing, health and care needs
- Home improvement agencies, community alarm services and the voluntary sector are the main providers of services to older people in the private sector
- Floating support services are currently only accessible to older people in the social rented sector
- The Council has limited access to nursing and residential beds in rural Rother
- Housing information, advice and options services are mainly provided in areas of high population with limited access to older people in rural areas

6.1 What we hope to achieve (outcomes)

Having identified the key needs, demand indicators and mapped current supply of services we can now clearly identify gaps in housing and support services in Hastings and Rother.

Services will be developed jointly with a wide range of partners and developments will aim to meet the housing, care and support needs of key priority groups:-

- Older people with mental health needs, including functional illness
- Carers of older people
- Older people in the private sector
- Existing social rented sector tenants.
- The most vulnerable older people.
- Black and minority ethnic communities
- Older people living in rural areas

Separate action plans have been developed for Hastings and Rother to take into account local characteristics and priorities. The top three local priorities for Hastings and Rother respectively which will impact on older people are summarised below:

Hastings

Hastings has characteristics of an urban area with pockets of significant deprivation, economic hardship, social exclusion and poor housing conditions. This is mirrored in the older population. However there is a good supply of specialised accommodation in the social rented sector, residential homes and support services which are reasonably accessible to all wards. Key priorities in Hastings which will impact on older people will be:

- Improve quality of private sector housing
- Expand floating support services to fill gaps in provision
- Expand Health promotion services to prevent avoidable health problems

Rother

Rother's key challenge is around filling the gaps in services to older people in the villages and small towns in its large rural area. The majority of older people live in the coastal area of Bexhill and as this is where the majority of service provision is based people may have no choice but to move. Rother also has the largest and

fastest growing number of people over 65 in the County. Key priorities for Rother which will impact on older people are:

- Expand floating support services to older people in rural areas to fill gaps in uneven provision and maximise accessibility within a large area
- Specialised services for older people with dementia and their carers
- Influence market to develop support services for older people in the private sector

Using the outcomes identified in the Government paper 'Our health, our care, our say' 2006 as a framework for our action plans we have summarised below what we plan to achieve over the next 3 years:

Improved quality of life for older people

- Ensure all social homes meet decent homes standards
- Ensure older people can access financial assistance, affordable warmth and secure accommodation services
- Improve accessibility of housing occupied by older people
- Increase floating support services across all tenures and in urban and rural areas targeting hard to reach groups
- more fully utilise sheltered housing and extra care schemes as a community 'hub' for services to prevent social isolation in both urban and rural areas

Improved health and well being

- Ensure all developments for older people are accessible to transport links, health, leisure and other amenities if possible
- Expand range of health promotion activities

Making a positive contribution

- Develop a mechanism to enable older people and carers to actively input into the design and delivery of specialist housing and support services

Economic well being

- Help older people and carers to maximise income
- Support people to evaluate costs of housing and support options
- Promote information on insulation and fuel related grants
- Information on equity release schemes

Increased choice in accommodation, housing and support options

- Develop an extra care housing scheme in Hastings and Rother and include provision for older people with dementia, intermediate care beds, carers
- Work with partners to remodel sheltered housing schemes and service delivery
- Increase floating support services across all tenures and in urban and rural areas targeting hard to reach groups
- All service developments will take into account needs of older people with mental health needs and older people from Black and Minority Ethnic and Lesbian, Gay, Bisexual and Transgender communities
- Expand and improve range of information and advice on range of formal housing and support options, availability of grants and equity release schemes for all tenures
- Increase access to low level services such as handy person, gardening and repairs services, telecare to prevent loss of independence
- Improve access to residential and nursing places for older people in rural areas

Freedom from discrimination

- Ensure all services service developments are accessible to potentially excluded groups e.g. BME, housebound, carers, older people with mental needs, people with disabilities

Increase partnership working

- Establish Housing and Support provider forum for older people to promote partnership working
- Agree County wide partnership agreement for all new developments where capital/ revenue resources are identified

7. Monitoring our progress

Our progress on the outcomes to be achieved in the action plans will be monitored on a quarterly basis by the multi agency Housing and Support locality group for older people in Hastings and Rother. On an annual basis we will review the strategy, update and consult with all key stakeholders to ensure that we take into account any changes to national and local priorities.

A full version of the strategy can be obtained by contacting the Strategic Commissioning Team – East Sussex County Council on tel 01273 482533 or email William.Alexander@eastsussex.gov.uk.

Section 10: Strategic Direction and Action Plan- Hastings- July 2007- draft- appendix 2

Desired Outcome	Related Objectives	Key Actions	When	Lead Agency ¹	Others
<i>Improved quality of life for older people</i>	Ensure all social rented homes achieve the Decent Homes Standards	RSL's to provide evidence that meeting the decent homes standards on all homes of older people in RSL stock	2010	RSL's	
	Assess housing renewal services to determine whether older people are under represented in service delivery	Undertake analysis of equalities monitoring to determine whether older people are under represented in services including financial assistance, affordable warmth, enforcement and secure accommodation scheme. Set targets to address issues	June 2008	Housing Renewal Manager- HBC	Vol sector/ ASC Age Concern Hastings, HIA's
	Improve the accessibility of housing occupied by older people	Ensure LDF Strategy includes Lifetime Homes standard for all new housing for older people In suitable and accessible locations, residential developments of 50 or more dwellings must include at least 2% of them to be designed for use by persons with restricted mobility, including wheelchair users.	April 2008 April 2008	HBC HBC/ ASC	AHG

¹ See Key at the end of the Action Plan

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Desired Outcome	Related Objectives	Key Actions	When	Lead Agency ¹	Others
		AHG strategy to include actions on improvements on adaptations services	2007	AHG	
<i>Improved quality of life for older people</i>	Increase the take-up of physical activities by older people	Increase annually the number of people living in social rented older people's housing attending exercise classes or sporting activities	2007-9	RSL's	ASC/SP Team
		Increase use of sheltered housing communal areas as facility for exercise for older people in the community and incorporate in all new developments	Ongoing	RSL's	
	Ensure Fair access to services - Increase the number of people who have access to support services in all tenures	Extend housing related support services e.g.floating support services to older people living in the community including those currently not eligible for SP funded services	2007 onwards	SP/ASC	RSL's
		Seek funding to extend the role of HIAs and the voluntary sector to provide low-level preventative support e.g. gardening; window-cleaning, Handy person services	2007-10	SP/ASC	HBC/RDC /vol sector

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Desired Outcome	Related Objectives	Key Actions	When	Lead Agency ¹	Others
Improved quality of life for older people	Enable the development and implementation of innovative support services	Seek funding with the voluntary sector to pilot innovative solutions such as Keyring /Homeshare	2007/08	ASC/ Vol sector	ASC/ vol sector
		Develop housing-related support services for people living with dementia and complex needs and their carers	2009	ASC/Sussex Partnership/ SP	HBC/vol sector/PCT
		Ensure 530 older people receive a range of telecare services	March 2008	ASC/PCT	HBC/vol sector
		Develop protocol in liaison with hospital staff and social workers to reduce delays in discharging older patients caused by lack of suitable housing with support	2007/08	ASC/PCT/ HT/ Sussex partnership	
Improved health and emotional wellbeing	Prevent social isolation of older people living in their own homes	All new developments for older people to be accessible to transport links, health, leisure and other amenities if possible	Ongoing	HBC & Planning/ASC	
		Increase floating support services	March 2008	SP/ASC/RSL's	Vol sector
		Increase the use of communal facilities in existing and new schemes for older people by wider community	March 2008	RSL's	

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Desired Outcome	Related Objectives	Key Actions	When	Lead Agency ¹	Others
	Promote holistic approach to aging including healthy active aging and management of long term conditions	Expand range of health promotion activities on healthy active aging and long term conditions in communal facilities of sheltered housing schemes to be accessible to all older people in community – aim to provide 4 courses per annum	2007/08	PCT/ RSL's	ASC
Improved health and emotional wellbeing	Develop systems to gather needs data	SAP/Social Care Direct record information on housing and support needs to inform commissioning priorities of ASC and SP	2007	ASC/SP	
Making a positive contribution –	Increase the number of older people involved in design and delivery of public services	<p>Develop a sustainable mechanism to enable people 50+ to participate in the design and delivery of specialist housing and support services in Hastings and Rother</p> <p>Develop strategic approach to improving access of 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</p>	<p>2007</p> <p>2007</p> <p>2007</p>	<p>Senior forums/Locality groups/SP Forum/vol sector</p> <p>Senior forums/ASC</p> <p>Locality groups/ Senior forums</p>	HBC

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Desired Outcome	Related Objectives	Key Actions	When	Lead Agency ¹	Others
		(Homeshare/Keyring/Adult Placements/pilot peer neighbour support scheme			
Economic wellbeing	Enable income maximisation for housing related needs	Develop signposting pathway for users to maximise income and evaluate costs of housing and support	2008	RSL'S/ HIA's	Vol sector/HBC
		Monitor progress of West Sussex CC individualised budgets pilot and implement as agreed county-wide	2007	ASC/PCT HBC	
		Ensure service charges are kept affordable	2008	RSL's	HBC
		Promote information on insulation and fuel-related grants	ongoing	HBC/RDC	
Increased choice in accommodation, housing and support options –	Improve range of housing options for older people with care and support needs	Aim to develop an Extra Care housing scheme in Hastings and to include provision for older people with dementia and examine potential need for provision of intermediate care beds	2010	ASC/HBC	Other RSL's
		Re tender of care and support service at Marlborough House extra care scheme and award new contract	March 2008	ASC/HBC/SP	PCT/Senior Forums

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Desired Outcome	Related Objectives	Key Actions	When	Lead Agency ¹	Others
Increased choice in accommodation, housing and support options		Review of current sheltered housing stock and services to ensure meets current and future needs and maximises resources	ongoing	RSL's	ASC/SP/HBC
	Ensure Older people are more aware of housing and support options across all tenures so they can make informed choices	Promote the Housing Advice Service to Older People by targeting literature at GP surgeries, community centres, older peoples centre's, Sheltered Housing, holding satellitesurgeries (staffing levels permitting)	March 2008	HBC	Vol sector/ ASC RSL's
		Improve range and access to information and advice on housing and support options	December 2007	HBC	RSL'S
		Work with other Local Authorities, RSL's and other housing providers across Sussex to develop a choice based lettings scheme to improve the way social housing is allocated and provide people in housing need with better choices			

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Desired Outcome	Related Objectives	Key Actions	When	Lead Agency ¹	Others
		Develop and implement housing options service	2007/8	HBC/ASC	
		Maximise funding to increase disabled facilities grant for older people (Review after DFG has been finalised)	ongoing	Housing Renewal Manager - HBC	
		Explore alternative home ownership options and incorporate leasehold properties in new developments if possible	2007/2008	HBC/ASC	RSL's
	Improve access to residential and nursing places for older people	Increase market share of residential and nursing places by increasing range of more formal contract arrangements	ongoing	ASC	Care home providers

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Desired Outcome	Related Objectives	Key Actions	When	Lead Agency ¹	Others
Freedom from discrimination	To ensure services are accessible to potentially excluded groups	<p>Develop appropriate housing and support services to reduce the potential isolation of people with hearing, sight or other disabilities</p> <p>Develop appropriate housing and support services to reduce the potential isolation of hard to reach groups e.g. Black and minority ethnic, housebound, older people with mental health needs</p>	Ongoing	AHG Locality gp/vol orgs/HBC/ASC/RSL's	
Increased partnership working	To review how partnership working should be undertaken with the private sector.	<p>Work with the COPHSG to develop countywide strategy</p> <p>Establish Housing and Support Provider forum for older people in Hastings and Rother to promote partnership in service developments</p>	<p>2007/08</p> <p>July 2007</p>	ASC/SP/HBC/RSL's	
	Formulate partnership arrangements into a partnership agreement for all new developments where capital/revenue resources are identified.	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.	2007/08	ASC/HBC	

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Desired Outcome	Related Objectives	Key Actions	When	Lead Agency ¹	Others
Evaluate effectiveness of the strategy	Monitor and review the actions and outcomes of this strategy	Hastings and Rother Housing and Support locality group to monitor progress on quarterly basis and report to County wide housing and support group and SP forum	2007 quarterly	Locality Group	
		Hold Stakeholder Forum annually on progress of actions and outcomes	annually	Locality Group	

Key

ASC – Adult Social Care – East Sussex County Council
 Vol sector - Voluntary sector organisations
 HBC – Hastings Borough Council
 RSL's- Registered Social Landlords
 HIA – Home Improvement Agencies
 AHG – Accessible Housing Group
 SP – Supporting people Team – East Sussex County Council
 PCT – Primary Care Trust – Hastings and Rother

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Desired Outcome	Related Objectives	Key Actions	When	Lead Agency ¹	Others
<i>Improved quality of life for older people</i>	All social rented homes achieve the Decent Homes Standards	RSL's to provide evidence that meeting the decent homes standards in homes occupied by older people in their stock	2010	RSL's	
	Provide housing assistance to older and vulnerable residents to ensure they are able to live in safe and secure decent homes	Revise Housing Aid Policy to fit with requirements of the Housing Act 2004 and Decent Homes Standards as required resulting in 40 grants per year	On-Going 2008	 RDC	Vol sect/ ASC Age Concern Rother, HIA's
	Improve the accessibility of housing occupied by older people	Ensure LDF Core Strategy includes Lifetime Homes standard for all new housing Promote the provision of 10% of all homes to be built to wheelchair accessible standards AHG strategy to include actions on improvements on adaptations services	2007 ongoing 2007	RDC RDC/ ASC AHG	 AHG

¹ See Key at the end of the Action Plan

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Desired Outcome	Related Objectives	Key Actions	When	Lead Agency ¹	Others
Improved quality of life for older people	Increase the take-up of physical activities by older people	Increase annually the number of people living in social rented older people's housing attending exercise classes or sporting activities Increase use of sheltered housing communal areas as facility for exercise for older people in the community and incorporate in all new developments	2007-9 Ongoing	RSL's RSL's	ASC/SP Team
	Ensure Fair access to services - Increase the number of people who have access to support services in all tenures	Extend housing related support services e.g. floating support to older people living in the community including those currently not eligible for SP funded services Seek funding to extend the role of HIAs and the voluntary sector to provide low-level preventative support e.g. gardening; window-cleaning, Handy person services	2007 onwards 2007-10	SP/ASC SP/ASC/HIA	RSL's RDC /vol sector
Improved quality of life for older people	Enable the development and implementation of innovative support services	Seek funding with the third sector to pilot innovative solutions such as Keyring /Homeshare Develop housing-related support services for people living with	2007/08 2009	ASC/ Vol sector ASC/Sussex	ASC/ vol sector RDC /vol

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Desired Outcome	Related Objectives	Key Actions	When	Lead Agency ¹	Others
Improved quality of life for older people		dementia and complex needs and their carers		Partnership	sector/PCT
		Ensure 530 older people receive a range of telecare services	2008	ASC/PCT	RDC /vol sector
		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	2007/08	ASC/PCT/ HT/ Sussex partnership	
	Develop and implement an affordable warmth strategy	Ensure assistance is targeted towards older people in their homes to alleviate excess cold and reduce fuel poverty	December 2007	RDC	RSL's Warmfront
	Supporting initiatives for improving home security through the home improvement agency	Support HIA handyperson/small works scheme Support HIA Home Safety Assessment Scheme	ongoing	RDC	
Improved health and emotional wellbeing	Prevent social isolation of older people living in their own homes	All new developments to be sited close to transport links, health, leisure and other amenities if possible	Ongoing	RDC & Planning/	
		Increase floating support services to older people in rural areas and target hard to reach groups	2007	SP/ASC/RH	

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Desired Outcome	Related Objectives	Key Actions	When	Lead Agency ¹	Others
		including older people with mental health needs, carers, housebound and those from BME groups Increase the use of communal facilities in existing and new schemes for older people by wider community	2007/2008	RSL's	
	Promote holistic approach to aging including healthy active aging and management of long term conditions	Expand range of health promotion activities on healthy active aging and long term conditions in communal facilities of sheltered housing schemes to be accessible to all older people in community – aim to provide 4 courses per annum	2007	PCT/ RSL's	ASC
Improved health and emotional wellbeing	Develop systems to gather needs data	SAP/Social Care Direct record information on housing and support needs to inform commissioning priorities of ASC and SP	2007	ASC/SP	
Making a positive contribution –	Increase the number of older people involved in design and delivery of public services	Develop a sustainable mechanism to enable people 50+ to participate in the design and delivery of specialist housing and support services in Hastings and Rother	2007	Senior forums/Locality groups/SP Forum/vol sector	

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Desired Outcome	Related Objectives	Key Actions	When	Lead Agency ¹	Others
		<p>Develop strategic approach to improving access of 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>Senior forums/ASC</p> <p>Locality groups/ Senior forums</p>	Vol sector/RDC
Economic wellbeing	Enable income maximisation for housing related needs	<p>Develop signposting pathway for users to maximise income and evaluate costs of housing and support</p> <p>Monitor progress of West Sussex CC individualised budgets pilot and implement as agreed county-wide</p> <p>Ensure service charges are kept affordable</p> <p>Promote information on insulation and fuel-related grants</p>	<p>2008</p> <p>2007</p> <p>2008</p> <p>ongoing</p>	<p>HIA's/RSL's</p> <p>ASC/PCT /RDC</p> <p>RSL's</p> <p>RDC</p>	<p>Vol sector/RDC</p> <p>RDC</p>

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Desired Outcome	Related Objectives	Key Actions	When	Lead Agency ¹	Others
Increased choice in accommodation, housing and support options –	Improve range of housing options for older people with care and support needs	Aim to develop an Extra Care housing scheme and include provision for older people with dementia and examine potential need for provision of intermediate care beds	2010	ASC/RDC	Other RSL's
		Review of current sheltered housing stock and services to ensure meets current and future needs and maximise resources	ongoing	RSL's	RD/ASC/SP
	Ensure Older people are more aware of housing and support options across all tenures so they can make informed choices	Improve range and access to information and advice on housing and support options – RDC to send	2008	RDC	Vol sector/ ASC
		Working in partnership with East Sussex and Brighton and Hove local authorities and RSL's to implement sub- regional choice based lettings system for allocation to RSL properties	ongoing	RDC	RSL's
		Develop and implement housing options service subject to funding	2007/8	RDC/ASC	

Section 10: Strategic Direction and Action Plan- Rother- July 2007- draft – appendix 3

Desired Outcome	Related Objectives	Key Actions	When	Lead Agency ¹	Others
Increased choice in accommodation, housing and support options		Achieve maximum Disabled Facilities Grant Spend	ongoing	RDC	
		Explore alternative home ownership options and incorporate leasehold properties in new developments	2007	RDC/ASC	RSL's
		Improve access to residential and nursing places for older people in rural Rother	Increase market share of residential and nursing places by increasing range of more formal contract arrangements	ongoing	ASC
Freedom from discrimination	To ensure services are accessible to potentially excluded groups	<p>Develop appropriate housing and support services to reduce the potential isolation of people with hearing, sight or other disabilities</p> <p>Develop appropriate housing and support services to reduce the potential isolation of hard to reach groups e.g. Black and minority ethnic, housebound, older people with mental health needs</p>	Ongoing	AHG Locality gp/vol orgs/RDC	

Section 10: Strategic Direction and Action Plan- Rother- July 2007- draft – appendix 3

Desired Outcome	Related Objectives	Key Actions	When	Lead Agency ¹	Others
Increased partnership working	To review how partnership working should be undertaken with the all sectors.	Work with the COPHSG to develop countywide strategy Establish Housing and Support Provider forum for older people in Hastings and Rother to promote partnership in service developments	2007/08 July 2007	ASC/SP/RDC	
	Formulate partnership arrangements into a partnership agreement for all new developments where capital/revenue resources are identified.	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.	2007/08	ASC	
Evaluate effectiveness of the strategy	Monitor and review the actions and outcomes of this strategy	Hastings and Rother Housing and Support locality group to monitor progress on quarterly basis and report to County wide housing and support group and SP forum Hold Stakeholder Forum annually on progress of actions and outcomes	2007 quarterly annually		

Section 10: Strategic Direction and Action Plan- Rother- July 2007- draft – appendix 3

Key

ASC – Adult Social Care – East Sussex County Council

Vol sector - Voluntary sector organisations

RDC – Rother District Council

RSL's- Registered Social Landlords

HIA – Home Improvement Agencies

AHG – Accessible Housing Group

SP – Supporting people Team – East Sussex County Council

PCT – Primary Care Trust – Hastings and Rother

draft

Consultation and Involvement plan – ‘Staying home, living well’ – Draft Housing and Support Strategy for Older People and Carers in Hastings and Rother – 2007/2027 - Appendix 4

Background

The draft Housing and Support Strategy for Older People in Hastings and Rother 2007/27 has been developed over the last year in partnership with Hastings and Rother Council's, Hastings and Rother PCT, Hastings and Rother Senior Forums, the voluntary and independent sector.

The development of the strategy has been overseen by the Hastings and Rother Locality Older People's Housing and support group. The membership of the group is made up of key representatives from the above groups/organisations and they have been actively involved into inputting and influencing the contents of the draft strategy.

We have ensured the active involvement of a broader range of older people, carers and partners including hard to reach groups in the development of the strategy.

This has been achieved through discussion and feedback at regular established meetings including strategic planning and senior forum meetings, in addition to special consultation meetings and surveys. These have included:

Regular meetings:

- Hastings and Rother locality older peoples' s housing and support group
- Hastings and Rother Senior's Forums
- 1066 Housing Association sheltered housing forum
- Older People's Health Improvement Plan meetings
- Voluntary organisation's Supporting older people

One off events and surveys:

- East Sussex and Brighton and Hove Housing Needs Survey – 2005 (this included specialist surveys with older people)
- Hastings Housing needs survey - 2005
- Rother Housing needs survey – 2005
- Rother Homes focus groups and surveys undertaken during 2004/05
- Housing for older people conference held in November 2006
- Older People's Health, Social Care and Housing Commissioning Strategy Consultation events held in November, February and March 2007

- Four partnership action workshops held in February, March, and April 2007 to inform the development of an approach to improving quality of life for older people
- Voluntary organisation's Supporting older people- Annual General Meeting held in May 2007
- Meeting with Housing and Support providers for older people in Hastings and Rother held in June 2007

The feedback from the above meetings have been incorporated into the strategic direction and outcomes expressed in the draft strategy.

In early July 2007 the draft strategy was approved by all partners in the locality group for wider consultation for a three month period from July to September 2007(extended to October 2007 to allow for holiday period). This timeframe is in line with the COMPACT agreement made with the voluntary and community sectors.

Consultation on draft strategy

To ensure all our partners and older people and carers can now feedback and influence changes over the next three months on the draft strategy we have developed a consultation plan.

We will use a broad range of methods including articles in organisational staff newsletters, briefings at staff team meetings, parish newsletters, voluntary sector newsletter, e-mail, access to draft strategy on the websites of key partners, articles in local free newspapers, local informal coffee mornings, questionnaires, focus groups, briefing for members, attendance at key strategic planning meetings.

We will aim to involve a broad range of stakeholders including hard to reach groups such as older people from Black and minority ethnic groups, housebound older people, carers and older people with mental health needs. Appendix 1a details our activities and timescales.

Appendix 1a

Consultation and involvement plan for ‘ Staying Home, living well’– Draft Housing and Support Strategy for Older People and Carers in Hastings and Rother – 2007/2027

Activities	Timescale	Lead
<p>1. Websites</p> <p>Arrange for draft strategy, actions plans and questionnaire to be put on East Sussex Council website</p> <p>Arrange for link to East Sussex website from Rother Council, Hastings Council and Hastings and Rother PCT's websites.</p> <p>Article with link to be put on Hastings Black and Minority Ethnic Group website</p>	<p>9th July 2007</p> <p>July 2007</p> <p>August 2007</p>	<p>GO'S</p> <p>AS, AD and RW</p> <p>GO'S</p>
<p>2. Newsletters</p> <p>Arrange for article to be published in following newsletters asking for feedback and informing of various options to access strategy and questionnaire (<i>and dates of local meetings if known</i>):</p> <p>Splash – Supporting People provider and service user newsletter</p> <p>Brief encounter – East Sussex staff newsletter</p> <p>PCT/ Rother and Hastings Council staff newsletters</p> <p>Rother and Hastings Voluntary Action newsletters</p>	<p>July 2007</p> <p>July/August 2007</p> <p>July/ August/ September 2007</p> <p>July/ August / September 2007</p>	<p>G'OS/CM</p> <p>GO'S</p> <p>GO'S/AS/AD/AB</p> <p>GO'S</p>

Consultation and involvement plan for ‘ Staying Home, living well’– Draft Housing and Support Strategy for Older People and Carers in Hastings and Rother – 2007/2027

Activities	Timescale	Lead
Newsletters - contd		
Parish newsletters	August/ September	GOS/AS/AD
Senior forums newsletter	August/ September 2007	GO'S/RS/PB
Cultural Voices – BME newsletter	November 2007	GO'S
3. Strategic planning meetings/ groups		
Circulate draft strategy and questionnaire to following groups:		
<ul style="list-style-type: none"> • County Older People's Housing & Support Group. • Hastings Housing Partnership • Supporting People Strategic Forum (Commissioning Body) • Healthier Hastings Partnership Board • Rother Health Improvement Partnership • Hastings and Rother Senior Forums • Voluntary Organisations Supporting Older People • Hastings and Rother older people's provider forum • Carers Development Group- east 	July / August / September 2007	GO'S AS CM AB AB RS/PB IS GO'S GO'S

Consultation and involvement plan for ‘ Staying Home, living well’– Draft Housing and Support Strategy for Older People and Carers in Hastings and Rother – 2007/2027

Activities	Timescale	Lead
<p>4. Free local newspapers Publish article in local newsletters in Hastings and Rother advising of access to strategy and questionnaire and invitation to local meetings</p>	September 2007	GO'S
<p>5. Informal local meetings/focus groups with older people and carers Hold at least 4 (minimum of 2 in each area) local meetings in accessible venues in Hastings and Rother. To target hard to reach groups e.g. BME, carers, older people with mental health needs.</p>	September/October 2007	GO'S/IS/AB/Hastings and Rother senior forums/ AS/AD
<p>6. Brief members and executive directors Provide briefing for lead members in East Sussex County Council, Hastings and Rother Councils and PCT non executive Directors Provide briefing for members in Town/ Parish Councils e.g. Battle and Rye</p>	July/ August 2007 September 2007	GO'S/AS/AD/RW GO'S/AD
<p>7. Brief staff Ensure all staff in partner organisations have an opportunity to comment on strategy Provide briefing for team managers for staff meetings</p>	July/ August/September 2007	GO'S/RW/AS/AD/IS/JG/ Sussex partnership

Consultation and involvement plan for ‘ Staying Home, living well’– Draft Housing and Support Strategy for Older People and Carers in Hastings and Rother – 2007/2027

Activities	Timescale	Lead
<p>8. Scrutiny and board meetings Present draft strategy and consultation plan to Scrutiny meetings and PCT board</p>	<p>September 2007 (ESCC)- need to agree for Hastings and Rother and PCT</p>	<p>GO'S/AS/AD/AB</p>