

Southend-on-Sea Borough Council

Agenda
Item No.

Report of Chief Executive or Corporate Director for
People
to
Cabinet
on
23rd June 2015

Report prepared by: Jacqui Lansley, Joint Associate Director
of Integrated Care Commissioning

Older People Joint SBC/CCG Commissioning Strategy 2015-2018

Executive Councillor: Cllr James Moyies
A Part 1 (Public Agenda) Item

1. Purpose of Report

This report outlines the key principles of the proposed Older People Joint SBC / CCG Strategy 2015-2018.

2. Recommendations

That Cabinet members agree the Older People's Strategy is adopted, and that any minor amendments are agreed by the Director of the Department for People in consultation with the portfolio holder, in response to feedback from members of the public.

3. Background

This strategy sets out how Southend-on-Sea Borough Council and NHS Southend Clinical Commissioning Group will prioritise commissioning and delivering services for older people over the next three years.

These priorities are taken from key strategic documents, consultation with local residents and a draft Joint Strategic Needs Assessment.

The main strategic themes are:

Personalisation: supporting older people to make more decisions over managing their own care, while providing the necessary information and guidance to support this. This method of delivering support has resulted in significant market changes.

Standardisation: ensuring that Southend performs as well, if not better, than other parts of the country. Areas where Southend performs significantly lower

than other localities, both regionally and nationally, have been prioritised for improvement.

Prevention: the emphasis has increasingly concentrated on supporting the population to remain healthier for longer. Where support is required, the preferred option is to deliver it within the community wherever possible and reduce the pressure on primary and acute services.

Working with partners: Partnership working is increasingly important to Southend Borough Council and the NHS, in Southend we have strengthened our relationship with a number of organisations for the good of the people of the borough.

4. Other Options

- Members decide that no strategy is required.
- The strategy is adopted in the current format without taking into consideration feedback from members of the public.
- Southend-on-Sea Borough Council and Southend Clinical Commissioning Group publish separate strategies.

5. Reasons for Recommendations

- The strategy summarises the current priorities from all local key Council/CCG strategic documents.
- A joint approach is consistent both with our integrated health and social care pioneer status and our integrated commissioning approach.
- The strategy represents joint commissioning intentions to address the health and social care needs of Southend's older residents.
- The strategy is consistent with statutory duties and national guidance.
- The strategy is a live document that will continue to incorporate our developments in this area. On 19th May, Southend-on-Sea Borough Council and NHS Southend CCG held a successful public event at which nearly 150 people attended. A huge amount of valuable feedback was received which is being analysed and will feed into the strategy. General themes included:
 - Continued engagement with service users and carers
 - Requirement to measure the outcomes from implementing the strategy
 - Ensuring people understand what services are available and how to access them
 - Concerns about pressure on the system currently, including being able to invest in integration
 - Improving access to GP practice services
 - Ensuring adequate support for individuals and carers before discharging back home

6. Corporate Implications

6.1 Contribution to Council's Vision & Corporate Priorities

This will contribute to the Council's vision of 'creating a better Southend' through the following aims:

- 'Healthy' by stating how we will meet the health and social care needs of older residents.
- 'Safe' by stating how we will prevent or slow the deterioration of older residents' wellbeing wherever possible.

6.2 Financial Implications

The strategy and accompanying plan are built on existing commitments with resources already allocated. The strategy will be refreshed and re-defined, in line with feedback received, as additional priorities emerge.

6.3 Legal Implications

This strategy is fully compliant with the Care Act 2014 and the Health and Social Care Act 2012.

6.4 People Implications

It is our aim that the older population of Southend-on-Sea should lead fulfilling lives and be given every opportunity to age well in a community that values their experience of life, whilst also helping them to stay healthy enough to remain independent for as long as possible. This includes the most vulnerable and those with complex needs.

6.5 Property Implications

None.

6.6 Consultation

This strategy has been shaped through consultation exercises with the following organisations:

- Age Concern
- Citizen's Advice Bureau
- Earls Hall Baptist Church
- Older People's Assembly
- South East Essex Advocacy for Older People
- South Essex Homes
- Southend and District Pensioners' Campaign
- The Alzheimer's Society

In addition a successful public consultation event took place on 19th May 2015, feedback from this event is currently under review for possible inclusion within the strategy.

6.7 Equalities and Diversity Implications

An equalities analysis has been undertaken for this strategy.

6.8 Risk Assessment

Realising the desired outcomes of the strategy requires effective joint working between health and social care services. Failure to do so would pose a major risk and this will need to be managed through effective joint leadership.

6.9 Value for Money

The strategy fully endorses the preventative agenda that prioritises low-level and cost-effective support to prevent or slow deterioration of older peoples' health and social care needs.

6.10 Community Safety Implications

None.

6.11 Environmental Impact

None.

7. **Background Papers**

None

8. **Appendices**

Appendix 1 Draft Southend-on-Sea's Older People Strategy 2015 – 2018 & Commissioning Outcomes Plan.