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**OLDER PEOPLE'S STRATEGY**

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**Responsible Cabinet Member – Councillor Bryan Thistlethwaite, Adult Services Portfolio  
Responsible Director – Cliff Brown, Director of Community Services**

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**Purpose of Report**

1. To seek Cabinet's approval for Darlington's Older People Strategy.

**Summary**

2. The Older People's Strategy has at its core improving the well-being of older people in Darlington. It goes beyond a focus on health and social care and reflects the broader requirements of older people in Darlington. Our population is ageing: nationally and locally we have a responsibility to react to and address increasing role that older people have to play in our communities. This strategy offers an opportunity to raise the profile of older people in the community by increasing the involvement and understanding of older people and ageing in Darlington to effect cultural change, and by engaging with organisations and developing shared programmes of work with the many organisations providing services to older people in the borough. Following a period of engagement with key stakeholders, the strategy is appended in **Appendix 1**.

**Information and Analysis**

3. The strategy's vision is to promote well-being amongst older people by ensuring they have lifestyle choices and control over their own lives. It links effectively to the emerging draft Sustainable Community Strategy and has been developed with comprehensive engagement with older people, and also with relevant partners and organisations. It formed the agenda of Darlington Partnership Assembly held in February 2007 which was a key milestone in the consultation process.
4. To achieve the vision, the strategy aspires to give a strong voice to older people, and to take a broad view of the outcomes that they want. The strategy focuses on six key overarching priorities for improvement which are reflective of the issues that were raised throughout its development:
  - (a) Valuing older people;
  - (b) Improving access to information;
  - (c) Improving health and well-being;
  - (d) A safer environment;
  - (e) Economic stability;
  - (f) Lifelong learning.
5. The strategy contains actions to help deliver these priorities, and performance indicators are in place to ensure the strategy is measurable.

## **Outcome of Consultation**

6. Older people have told us their views through extensive consultation either as part of the community survey or through their role as members of GOLD<sup>1</sup>. Partners and relevant organisations have also engaged with the process, for example Age Concern, Darlington Partnership Assembly, whilst Health and Well Being Scrutiny Committee and the Health Improvement and Social Inclusion Group have considered several drafts.

## **Legal Implications**

7. This report has been considered by the Borough Solicitor for legal implications in accordance with the Council's approved procedures. There are no issues which the Borough Solicitor considers need to be brought to the specific attention of Members, other than those highlighted in the report.

## **Section 17 of the Crime and Disorder Act 1998**

8. The contents of this report have been considered in the context of the requirements placed on the Council by Section 17 of the Crime and Disorder Act 1998, namely, the duty on the Council to exercise its functions with due regard to the likely effect of the exercise of those functions on, and the need to do all that it reasonably can to prevent, crime and disorder in its area. It is not considered that the contents of this report have any such effect.

## **Council Policy Framework**

9. The issues contained within this report do not represent change to Council policy or the Council's policy framework.

## **Decision Deadline**

10. For the purpose of the 'call-in' procedure this does not represent an urgent matter.

## **Recommendations**

11. It is recommended that Cabinet approve the Older People's Strategy appended in **Appendix 1**.

## **Reasons**

12. The recommendation is supported by the following reason: to ensure that we take a strategic approach in addressing the increasing role of older people in the community and to take account of and respond to their specific needs.

**Cliff Brown**  
**Director of Community Services**

## **Background Papers**

There are no background papers

Andy Robinson: Ext. 2014

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<sup>1</sup> The GOLD initiative was set up in February 2002 as a direct result of the National Service Framework for Older People. There are over 500 members on the GOLD database.