

REPORT TO:		Full Council	
DATE:		7 th July	
PORTFOLIO:		Cllr Munsif Dad - Health and Communities	
		Cllr Clare Cleary – Older People’s Champion	
REPORT AUTHOR:		Kelly Watson	
TITLE OF REPORT:		Older People in Hyndburn – Our Policy	
EXEMPT REPORT (Local Government Act 1972, Schedule 12A)	Options	Not applicable	
KEY DECISION:	Options	Not applicable	

1. Purpose of Report

- 1.1 The purpose of this report to inform Council of the positive contribution that older people make in the borough, as set out in the Older People in Hyndburn document.
- 1.2 To promote the needs of older people and encourage all service areas to consider the challenges and opportunities faced by this group when making new policy.

2. Recommendations

- 2.1 Council is asked to note the report

3. Reasons for Recommendations and Background

- 3.1 To inform council of the progress made by our Older People’s Champion with our partners; Hyndburn Over 50’s Forum, Hyndburn and Ribble Valley CVS, Hyndburn Homewise, and Age UK Lancashire in developing this document as a positive statement of the strength of older people in Hyndburn.
- 3.2 Hyndburn Borough Council, the Older People’s Champion and Local Older People’s Groups have together created this positive statement of ageing in the borough to challenge negative stereotypes. “Negative and out of date attitudes towards older people not only impact older people and prevent progress in policy and practice in a number of areas. They also mean society misses out on the huge potential older

people have to offer” (Gillian Peel. Chair of the Age Action Alliance Working Group - Improving Attitudes to Ageing).

- 3.3 Older people are a diverse group of people whose views and behaviours differ greatly from previous generations of older people and arguably have more to contribute to society than ever before. Their impact in terms of volunteering, citizenship and consumer spending is disproportionately high. Yet the time, skills and resources that older people have to offer society are often undervalued.
- 3.4 The UK has an ageing population. This is the case both nationally and locally. In Hyndburn data shows that there are around 13,400 people aged 65 and over which represents almost 17% of the total population. By 2021 the population of people over 65 in Hyndburn is projected to increase to 14500. It has been well documented that people are living longer and that older age groups will increase in future years, with the associated financial implications, both positive and negative.
- 3.5 This document brings together the expertise and experience of a number of organisations who represent older people. Hyndburn has an active network of support operating in the borough, from individuals supporting each other, to organisations tasked with large scale social issues. Through this exercise they hope to strengthen Hyndburn’s approach to supporting communities whilst increasing opportunities for older people and ensuring local resources are well promoted and utilised.

4. Alternative Options considered and Reasons for Rejection

- 4.1 Not applicable

5. Consultations

- 5.1 A steering group was drawn together to guide the development of the Older People in Hyndburn document.

Partners provided key information about how they wanted the document to work, how they envisaged the document being embedded across the Council, and provided examples of best practice that could be used to inform document development. Early involvement of partners ensured that the content and direction of the document was informed by older people’s needs.

- 5.2 The draft document was presented to the following groups and individuals for consultation:

- Hyndburn Over 50’s Forum
- Hyndburn and Ribble Valley CVS
- Hyndburn Homewise
- Age UK Lancashire
- Aawaz

- Age Consulting
- Carers Link

Details of the full consultation can be found on page 3 of the Older People in Hyndburn document.

6. Implications

Financial implications (including any future financial commitments for the Council)	None
Legal and human rights implications	None
Assessment of risk	None
Equality and diversity implications <i>A Customer First Analysis should be completed in relation to policy decisions and should be attached as an appendix to the report.</i>	The document and the work of the Older People's Champion helps to promote the strength and needs of Older People both within and outside the Council.

7. Local Government (Access to Information) Act 1985: List of Background Papers

7.1 Not applicable

8. Freedom of Information

8.1 The report does not contain exempt information under the Local Government Act 1972, Schedule 12A and all information can be disclosed under the Freedom of Information Act 2000.