

Appendix One

Warwickshire County Council Warwickshire's Older People's Partnership Board

Warwickshire's Strategy on Quality of Life for an Ageing Population

To increase the dignity, independence, choice and quality of life for older people in Warwickshire

Introduction

A Purpose of the strategy

1 This strategy will outline the challenges and priorities for older people's services in the medium- to long-term. Its aim is to identify challenges and priorities that are shared by all older people in Warwickshire together with key partners. The document will be supported by a longer-term joint action plan, and will look for ways of using existing resources in new and effective ways. It will often work with other organisations to do this, and to meet the needs of older people across Warwickshire.

2 At a local level, our partners have recognised that current methods of managing the needs of vulnerable older people are no longer good enough, and that future approaches must consider and manage a positive approach to ageing for all older people.

3 The strategy will focus on a five- to ten-year period. Every year, the Warwickshire's Older People's Partnership Board, will review the priorities highlighted by the developments and actions achieved during the year, and make any changes necessary to take account of changing needs and aims.

4 The Older People's agenda is significant and, as the number of older people in Warwickshire grows, all partners will need to work more closely with the people of Warwickshire to meet greater demands for choice, access and independent models of support. Joint working practices between the Board and relevant agencies to meet these challenges and to develop more new and modern approaches that promote the independence of older people, is at the heart of this Older People's Strategy. Older people have been keenly involved in shaping this strategy and will continue to play an active role in developing it, both now and in the future.

Summary 1 - This strategy aims to work with older people to plan and deliver services that make a real difference to supporting choice, improving quality of life, providing access to services and promoting independent living.

B Developing a planned approach

Following a strategic review of older people's services in 2004/2005, the recommendation to develop a more planned approach to the future planning and delivery of services for older people was clearly identified by this review. The Older People's Services Partnership Board was developed as one of the responses to this recommendation. The board will:

- identify common priorities among all partner organisations;
- provide a platform for improving access to services;
- encourage more effective use of resources to fund services;
- encourage discussion around new ways of thinking and planning, moving forward towards new ways of working with partners; and
- help older people to play an important role in the community.

Summary 2 - This strategy looks at the positive benefits to be achieved by working in partnership with organisations and older people.

C The national picture

1 Over the last three years, there have been a number of central government and independent publications and directives that clearly indicate the need for local authorities and their partners to work to prevent older people's quality of life deteriorating, by supporting older people in the community at the first signs of difficulty. (See Appendix A for a list of publications – to be added)

2 The national document that is relevant to Warwickshire is the White Paper, '**Our Health Our Care Our Say**' Department of Health, January 2006. The feedback from consultation and debates with the public about the content of the White Paper was clear. People want:

- seamless health and social care to support them to stay healthy and to lead independent lives;
- more services provided locally; and
- services that are fair to all, with more help for the people who need it most.

3 The White Paper sets out a vision to shift health and social care closer to people's homes. Its overall goal is to make sure that services are designed around people's needs and choices, including patients and service users. The paper recommends that the four principles that supported the development of the Department of Health's National Service Framework for Older People should continue to support further improvements in health and care for older people. However, it also said that each of these principles needs updating. The White Paper expands the health reform programme to focus more on community services, and aims to achieve:

- better services that promote quality of life of older people with agencies getting involved at an earlier stage if there are any problems;

- more choice of services and older people being more involved in those choices;
- improved access to community services;
- equality for older people;
- more support for people with long-term needs.

4 In 2004, the Joseph Rowntree Foundation produced a report following a Task Group on Housing, Money and Care for Older People. The report was called '**From Welfare to Well Being**'. Its summary outlined the need for the following.

- **Vision and culture:** a new vision and culture are needed at national, regional and local government levels which value older people in society.
- **Ageism and discrimination:** a stronger legal framework is needed based on age equality and supporting the rights of all older people, to
 - get rid of age discrimination;
 - support the contribution which older people make to society; and
 - support the rights of older people.
- **Poverty and income in retirement:** a complete review and reform is needed of the legal and financial framework that supports people's income after they retire, and reduces poverty.
- **Information and resources for choice and control:** improvements are needed to the way in which information is provided, how income is used, and other advice and support to give people more choice and control in older age, especially at important times of change in older people's lives.
- **Meeting the market needs of older people as consumers:** initiatives are needed to deal with those services which do not deliver what older people need, and meet the demands for products and services that older people want to help them keep their independence, and have more choice and control over such services.
- **Quality of life and wellbeing:** action is needed to promote a way of working which promotes quality of life and wellbeing through developing:
 - quality-of-life strategies and partnerships with older people at a local authority level;
 - new approaches to service delivery; and
 - developing a neighbourhood approach which allows older people to contribute in their local communities.
- **Housing and support options:** a broader set of housing and support options in both mainstream and specialist housing, and different types of tenancy, is needed to support older people's independence.
- **Strategy, resourcing and commissioning at national, regional and local levels:** to plan successfully for an ageing society, a stronger and more complete strategy and an agreed joint approach between agencies to fund and arrange services is needed.

Summary 3 - This strategy recognises the need for a shift towards an approach to supporting older people in the community, which prevents problems and promotes wellbeing wherever possible.

D The challenges of an ageing population in Warwickshire

1 The population of Warwickshire is expected to increase by nearly 67,500 people by 2021, an increase of 13%. This increase is significantly higher than the expected increase for the region (4.9%) and the UK (8.1%).

2 Within Warwickshire, the south of the county will experience the highest rates of population growth. Growth is expected to continue to be most rapid in Warwick district with an overall increase of 23.4% by 2021 (10.9% by 2011 and a further 11.3% by 2021), bringing the total population of Warwick district to 163,700 by 2021.

3 In North Warwickshire, Nuneaton and Bedworth and Rugby boroughs, the number of people aged 49 and under is expected to fall by 2021. However, the number of people aged 50 and over is set to increase significantly.

4 In South Warwickshire (Warwick and Stratford-upon-Avon districts) population growth is expected in nearly all age groups, with the highest rates of growth expected in the older age groups.

5 In all five districts, the age group that is expected to experience the most rapid growth are the people aged 85 and over. The number of people aged over 85 is expected to increase from 9700 in 2003 to 12,800 in 2011, and by a further 4100 in 2021 to 16,900. This is an overall increase of 74.2%. This is higher than the expected rate of growth for the region (69.5% by 2021).

6 Nuneaton and Bedworth borough is expected to experience the highest rates of growth in the number of people aged 85 and over - an increase of 88.9% by 2021. This is closely followed by North Warwickshire borough (80% increase by 2021).

7 The number of people aged 85 and over is expected to increase by just over 65% by 2021 in Warwick district, the smallest growth in the county.

E The needs of older people in Warwickshire, both now and in the future

1 To understand the priority needs of older people both now and in the future, it is essential to carry out and maintain an assessment of older people's needs. This will inform evidence-based planning and decisions to arrange for services to be developed.

2 The Board has started to develop a needs assessment framework that will allow all partners to contribute information that can be used to inform all areas of work with all key client groups across the County (see Appendix I).

3 The development of this draft strategy has also been influenced by various consultation exercises, annual events and ongoing debates with older people themselves. This has identified a number of priorities which have been included in the proposed priority areas which appear later in this document.

4 Warwickshire County Council and its partners recognise that a lot of work has already gone into identifying priority areas, both locally and nationally. The Board will use the results to help us develop future strategies.

5 All our member organisations (including our associated networks) are able to contribute their own key issues, priorities and research findings of services relevant to the development of this strategy.

Summary 5 – Clear evidence of the identified needs of older people in Warwickshire will help us to develop priorities within this strategy.

F Other strategies and plans

1 This strategy aims to adopt a joint approach to planning and delivering services to meet the needs of older people. The strategy will include the priorities of many agencies so that the agreed joint strategy reflects the agreed joint priorities of all agencies. This will achieve a joint strategy for the whole county.

2 The content of this strategy reflects all the priorities between agencies that are currently being considered or developed, and include:

- housing strategies;
- Supporting People developments;
- local delivery plans;
- strategies to deal with public-health inequalities in different places in Warwickshire;
- The wellbeing and preventative developments (PHILLIS);
- using technology to support people to live at home, known as Telecare;
- local area agreements;
- voluntary-sector developments; and
- developments to protect vulnerable adults.

3 The current development of Warwickshire's multi-agency local area agreement (LAA) will also affect the way that The Board influence and shape the way in which these priorities are delivered at a local level. Similarly, our members will need to make sure that details of our work are shared with their own agencies and communities, and must give us relevant feedback from those agencies and communities.

Summary 6 – This strategy is a co-ordinating document that brings together various activities of partner organisations into a clearly defined action plan to improve the health and wellbeing of older people across the county.

G Older people at the centre of planning and delivering services

1 Wide consultation has led to shared values and commitment to the challenges and priorities associated with an ageing population in Warwickshire. The Board have collected the views of older people over a number of years across Warwickshire through:

- Introducing the Better Government for Older People and Debate of the Age initiatives;
- 11 older people's forums and the countywide forum;
- Citizens' panel consultation and feedback;
- a strategic review of older people's services;
- Supporting People feedback;
- Annual conference events for older people;
- Developing and introducing the National Service framework; and
- Customer First team developments.

2 Involving older people is a basic purpose of ours to inform our developments and priorities. The Board must reflect a significant commitment to include vulnerable older people and excluded groups as part of our developments.

Summary 7 – This strategy is driven by the consultation and continued involvement of older people in planning and delivering services and assessing priority activities.

H The strategy – 'quality of life for an ageing population' ***'This strategy aims to support and improve the quality of life, independence and wellbeing of older people living in Warwickshire.'***

The strategic priorities fall into six key focus areas.

1 Supporting people in their own home

- Extra-care sheltered housing
- Providing more choice and co-ordination of housing
- Equality of choice for older people around buying or renting their homes
- Supported housing options, for example, mobile wardens, access to Home Improvement Agencies
- Advice on energy efficiency and support to keep warm at home
- Support and advice to help people maintain their home
- Using technology to help older people to live independently at home (known as Telecare)
- Encouraging people to claim all the benefits they are entitled to
- Focusing on services to meet individual needs
- Supporting the needs of carers by providing:

- grants and access to services;
- temporary care when the carer is ill;
- temporary care when the carer needs a break from caring; and
- advice, information and support.

2 Preventative support services in the community

- Practical support to maintain independence
- Public-health screening, health promotion and advice on wellbeing, healthy lifestyles and mental wellbeing
- Access to leisure, learning and healthy lifestyle opportunities at a reasonable cost and in convenient locations
- Providing help for older people who feel low or isolated
- Effective transport solutions that meet the needs of older people, especially those living in rural communities
- More faith-based support services
- Equality and flexibility of home-care services
- Intermediate care – jointly co-ordinated, responding to people's needs
- More day care and befriending services
- Mental wellbeing to be included in all service reviews

3 Safety at home and in the community

- Reducing the fear of crime
- Improving security at home
- Care and repair services to help maintain homes and gardens, and to make sure people claim all the benefits they are entitled to
- Reputable traders' scheme
- Promoting safety in the streets
- Identifying and supporting vulnerable older people

4 Valuing older people

- Practical and creative volunteering opportunities to support community services
- Involving older people effectively
- Promoting community involvement
- Encouraging older people to get involved in making decisions
- Providing social opportunities for people to share interests

5 Equality, access and dignity

- Challenging age discrimination
- Co-ordinating specialist services for disabled older people
- Promoting anti-age discrimination policies when providing services
- Protecting older people from abuse and neglect
- Supporting migrant workers and their families
- Recognising the specific needs of older people from black and ethnic-minority groups in the community

- Involving people from isolated communities and those on low incomes, as well as people from black and ethnic-minority groups across the county

6 Improving access to information and advice

- Keeping information on services up to date by using websites to collect, store and provide information to everyone
- Information focused on support services that promote the quality of life of older people
- Newsletter and communication options including encouraging people to use websites and the internet
- Encouraging professional staff to share information
- Promoting support services for example, through local older people's champions
- Convenient contact points for information
- Information provided in a consistent and easy-to-understand format

I How this Strategy has developed

All key partners have had the opportunity to give us their views about the content of the strategy in the short-, medium- and long-term. The Board have given presentations to partner agencies across the county on current thoughts and developments over the last few months. Discussions and debate with local people have provided an important insight into the similarities and differences in the needs of older people across the county. The feedback and debate with local agencies have helped shape both the content and principles of the strategy.

J Consultation on draft Strategy

Introduction

The Consultation on the Draft Older People's Strategy was undertaken during March and April 2007, and then extended into May, following a reprint of additional paper surveys. In addition to the printed survey, the consultation was also available electronically via the Warwickshire website.

To date, 795 responses to the consultation have been received, of which 9 were completed and submitted electronically. There are approximately 500,000 residents of Warwickshire, of which 25-30% are over 50 years of age. This may not indicate a particularly high response rate for the survey, however this is not important in this case, due to the qualitative (rather than quantitative) nature of the survey and its objectives.

Findings

A full copy of the Consultation Strategy Report is attached to this document as Appendix B. However a number of important key outcomes from the consultation have arisen and are summarised in the analysis below.

- 89% of respondents agreed that the issues listed in the draft strategy are the right ones, with 30% of respondents indicating that they felt important issues had been missed. These included:
- Transport Issues: including transport to and from hospitals, etc; general issues around flexible, frequent and affordable public transport including rural areas;
- Financial Issues: such as improving pensions; information on benefits and help with claiming; council tax, funding for care and other bills;
- Health Issues: including care assessments; carer support and respite; priority given to those with dementia and similar; confidence in the NHS; support for the disabled; loneliness and confusion;

The main objective of the survey was to identify which issue was felt to be the most important by respondents. This varied slightly according to which perspective the results were being viewed from.

When the entire data set is looked at, the six issues are ranked as follows:

- 1st – Supporting People in their Home**
- 2nd – Safety at Home and in the Community**
- 3rd – Valuing Older People**
- 4th – Equality, Access and Dignity**
- 5th – Preventative Support Services in the Community**
- 6th – Improving Access to Information and Advice**

When the responses are analysed according to locality (the five district and borough council areas), the ranking of the issues varies across the county:

Issue	NW	N&B	Rug	SonA	War	All
Supporting people in their home	2 nd	3 rd	1 st	1 st	1 st	1 st
Preventative support services in the community	4 th	6 th	2 nd	4 th	3 rd	5 th
Safety at home and in the community	1 st	1 st	3 rd	2 nd	2 nd	2 nd
Valuing older people	3 rd	2 nd	6 th	3 rd	4 th	3 rd
Equality, access and dignity	5 th	4 th	4 th	5 th	5 th	4 th
Improving access to information and advice	6 th	5 th	5 th	6 th	6 th	6 th

It is interesting to note an obvious variation across the county of which issue is felt to be the most important: in the north of the county, Safety at home and in the community is deemed to be most important, whereas the south (and east) of the county feel that Supporting people in their home is most important.

It was felt that the results by locality would be most useful to allow partners to work at the local level to address the issues according to the wishes of those residents, as local teams are best placed to understand the underlying issues of these communities.

Other analysis shows that:

- the six issues are ranked the same when the results are broken down to the age groups of 50-74 years and 75+;
- The results for respondents who indicated that they live alone showed a tendency towards the issues that would enable them to remain independent, e.g. Supporting people in their home is most important, followed by Safety at home and in the community. Analysis showed that Nuneaton & Bedworth and Warwick areas had the most respondents living alone;
- There is a lot of interest from the community in this area of work, with 148 respondents requesting a copy of the results, and 74 indicating that they would like to continue to contribute to the work of the Partnership. This would indicate that there is a commitment to taking this forward to a successful conclusion. Contact details for these respondents have been forwarded on.

The full report includes a section on the lessons that have been learned from undertaking the consultation process, including giving explanations on why some questions (i.e. personal data) are asked and what is done with that information, and suggestions as to how future consultation in this area might be improved.

A high proportion of those identifying 'additional issues' proposed or requested services that **were already in place**, therefore awareness raising and publicity of such services needs to be a priority for all organisations that provide services accessible by older people.

Conclusion

The results of this consultation provides very useful data for all members of the Older People's Services Partnership Board, in order to help organisations and service providers plan and target their services more effectively. It has also been incorporated into the Action Plan that will be used to identify activity and progress against the agreed priorities.

K The Older People's Partnership Board

1 The first Older People's Partnership Board meeting was held in January 2006, following a lengthy consultation with the partner agencies and local people of Warwickshire about its place, role and constitution. It represents partner agencies across Warwickshire and includes five older people. It will not operate independently of local community groups or local area agreement arrangements. Instead, it embraces them as the means by which it receives feedback and information about priorities and needs. It is a distinctive group with an authoritative voice on issues affecting older people, working in the best interests of older people across the county.

2 Through this strategy, all key partners and older people themselves will channel their energies into areas that deliver improved outcomes for older people. It will, with a common purpose, co-ordinate our efforts and resources into practical improvements that:

- support the improved access and choice for older people's services;
- promote the independence of older people in Warwickshire; and
- act as a key means of communication for partner representatives.

3 To agree this Warwickshire Older People's Strategy the partners, older people themselves, and partner agencies have an agreed direction and vision to work towards. All the representatives are involved in identifying and agreeing the key challenges to be included in its work and their contributions can be seen in the Strategy Action Plan 2007 – 2010 outlined below.

5 The strategy recognises that many of our partners are currently undergoing major organisational change. It will adopt a flexible and supportive approach to these, and any future changes with our colleagues, while continuing to follow and develop the agreed joint agenda of:

- identifying joint priorities;
- working towards aligning our funds for a common purpose; and
- developing joint approaches to planning and providing services.

L Joint Commissioning Strategy for Older People

The commissioning strategy covers all services that are designed for older people by Warwickshire County Council and services designed by NHS Warwickshire that have a particular focus on older people.

The main purpose of the strategy is to improve the outcomes for older people. Designing services effectively is vital to deliver improved services for older people across Warwickshire. There are major areas of health and social care services for older people where designing services together could help to deliver more effective services. The strategy is a major step in joining up the system of designing services for older people.

It takes full account of what central government wants to see happening locally, and of local older people's needs for services.

The strategy sets out priorities for designing services based around key outcomes. These priorities have been decided as a result of analysing needs and service demands and an understanding of the local health and social care market. The strategy takes full account of what older people and their carers have said about services and our work.

M Monitoring and reviewing the strategy

The Board will monitor and review this strategy and the associated action plan every year at the November board meeting.

To be able to learn about the growing needs of older people and respond accordingly, It will need to celebrate our successes and learn from less successful developments, as well as regularly reviewing our activities and priorities.

N Action Plan to support this Strategy

The Strategy Action Plan is the delivery vehicle for identifying and monitoring key activities of the Board and its wider partners that demonstrate progress on the identified key priorities. In summary, for the first year these are:

Supporting people in their own home:

- Advice, support and choice of housing options
- Supporting the needs of Carers
- Advice and support on energy efficiency and keeping warm at home
- Advice and support on financial matters, e.g. paying for care, claiming benefits and money management

Safety at home and in the community

- Reducing the Fear of Crime
- Promoting Safety in the Streets

Valuing Older People

- Practical and creative volunteering opportunities to support community services
- Encourage Older People to get involved in making decisions (focus on those from isolated communities, on low incomes, and from culturally diverse communities)

Equality, Access and Dignity

- Protecting older people from abuse and neglect
- Recognising and providing support from the specific needs of socially excluded and diverse groups in the community

Preventative Support Services in the Community

- Public health screening, health promotion and advice on wellbeing, healthy lifestyles and mental wellbeing
- Provide help for older people who feel low or isolated
- Effective transport solutions that meet the needs of older people, especially those living in rural communities

Improving Access to Information and Advice

- Promoting information focused on support services that promote independence, wellbeing and quality of life
- Provide convenient contact points in the local community providing a wide variety of information
- Information to be provided in a consistent and easy to understand format using a range of media

A detailed version of the Action Plan outlining activities, outcomes and timescales can be found as Appendix C (to be added)

Appendix B

Consultation on the Draft Older People's Strategy – July 2007

Executive Summary

The consultation on the Draft Older People's Strategy was undertaken March and May 2007, and produced 795 responses. The response rate may not appear to be particularly high, however this is not as important in this case, due to the qualitative (rather than quantitative) nature of the survey and its objectives. The survey was available electronically, via the Warwickshire Web, and on paper. All but 9 responses were paper responses.

89% of respondents agreed that the issues listed in the draft strategy are the right ones, with 30% of respondents indicating that they felt important issues had been missed. These included:

- Transport Issues: including transport to and from hospitals, etc; general issues around flexible, frequent and affordable public transport including rural areas;
- Financial Issues: such as improving pensions; information on benefits and help with claiming; council tax, funding for care and other bills;
- Health Issues: including care assessments; carer support and respite; priority given to those with dementia and similar; confidence in the NHS; support for the disabled; loneliness and confusion;

The main objective of the survey was to identify which issue was felt to be the most important by respondents. This varied slightly according to which perspective the results were being viewed from.

When the entire data set is looked at, the six issues are ranked as follows:

- 1st – Supporting People in their Home**
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Valuing older people	3 rd	2 nd	6 th	3 rd	4 th	3 rd
Equality, access and dignity	5 th	4 th	4 th	5 th	5 th	4 th
Improving access to information and advice	6 th	5 th	5 th	6 th	6 th	6 th

It is interesting to note an obvious variation across the county of which issue is felt to be the most important: in the north of the county, Safety at home and in the community is deemed to be most important, whereas the south (and east) of the county feel that Supporting people in their home is most important.

It was felt that the results by locality would be most useful to allow partners to work at the local level to address the issues according to the wishes of those residents, as local teams are best placed to understand the underlying issues of these communities.

Other analysis shows that:

- the six issues are ranked the same when the results are broken down to the age groups of 50-74 years and 75+;
- The results for respondents who indicated that they live alone showed a tendency towards the issues that would enable them to remain independent, e.g. Supporting people in their home is most important, followed by Safety at home and in the community. Analysis showed that Nuneaton & Bedworth and Warwick areas had the most respondents living alone;
- There is a lot of interest from the community in this area of work, with 148 respondents requesting a copy of the results, and 74 indicating that they would like to continue to contribute to the work of the Partnership. This would indicate that there is a commitment to taking this forward to a successful conclusion. Contact details for these respondents have been forwarded on.

The full report includes a section on the lessons that have been learned from undertaking the consultation process, including giving explanations on why some questions (i.e. personal data) are asked and what is done with that information, and suggestions as to how future consultation in this area mi

Results from the Consultation

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In total, 795 responses to the consultation have been received, of which 9 were completed and submitted electronically. There are approximately 500,000 residents of Warwickshire, of which 25-30% are over 50 years of age. This may not indicate a particularly high response rate for the survey, however this is not important in this case, due to the qualitative (rather than quantitative) nature of the survey and its objectives.

Where a response indicated that it was on behalf of a group of people and the number within the group was given, responses were duplicated to reflect the number of views that were represented.

Some tables of results have been included to complete the set of information in some of the sections, however commentary on the contents has not been included as the results are fairly self-explanatory.

Findings

Overall Results

As mentioned above, the number of responses received is 795, this can be broken down in many ways. A good indication of whether the survey sample is representative in a geographical sense is to analyse the response rate by Q7 (Council Locality):

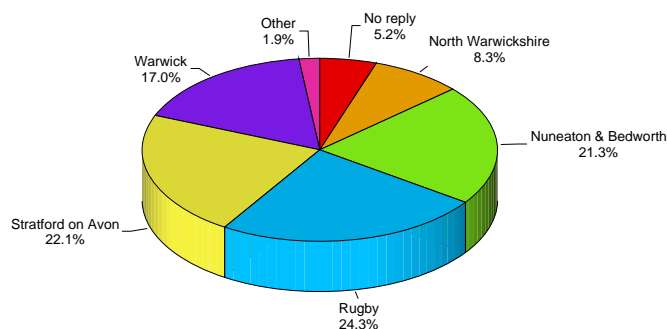
AN1

Which council locality are you in?	Number of responses	Percentage
North Warwickshire	66	8.3%
Nuneaton & Bedworth	169	21.3%
Rugby	193	24.3%
Stratford on Avon	176	22.1%
Warwick	135	17.0%
Other	15	1.9%
No reply	41	5.2%

This can be more easily interpreted in the form of a graph:

AN2

Which council locality are you in?



From this, it can be seen that the largest proportion of respondents are in the Rugby area, with nearly a quarter of all responses. It can also be seen that all areas of the county are fairly represented in the sample.

Another interpretation of the number of responses received that can be looked at to ensure adequate representation in the sample is to analyse the responses by Q11, which asked the respondents to specify their ethnic origin. These results present quite a different picture:

AN5

Are you:	
White - British	322
White - Irish	1
White - Other	4
Mixed - White and Black	0
Mixed - White and Asian	0
Mixed - Other	4
Black - Caribbean	2
Black - African	0
Black - Other	0
Asian - Indian	4
Asian - Pakistani	2
Asian - Bangladeshi	2
Asian - Other	1
Chinese	0
Other Ethnic Group	0
No reply	453

*It should be noted that **over half the respondents have not answered this question**, however this is not unusual with this particular question or subject area: it is common with many surveys that are carried out. There were several returned surveys that had the question “why do you need to know this?” written*

on them. It is therefore not possible to say, in this case, whether the results are representative in this area.

Some of the “No reply” responses will have originated from the Group responses, mentioned in the introduction, where it has not been possible to identify the ethnicity of each of the group members from the submitted survey.

Q1: In your opinion, are the issues listed in the draft strategy the right ones?

The early results from this question are fairly conclusive:

AN3

Yes	708
No	74
No reply	13

Q2: Have we missed any other important issues?

This was less clear cut in terms of the responses, however there was also the opportunity to qualify the answer, if the respondent felt that important issues had been missed:

AN4

Yes	246
No	473
No reply	76

It is good to note that the majority felt that no important issues had been overlooked, but to date, we have received over 90 comments with information relating to this area.

When looking at the themes of the comments that have been submitted, there are several that are recurring, particularly:

- Transport Issues: including transport to and from hospitals, etc; general issues around flexible, frequent and affordable public transport including rural areas;
- Financial Issues: such as improving pensions; information on benefits and help with claiming; council tax, funding for care and other bills;
- Health Issues: including care assessments; carer support and respite; priority given to those with dementia and similar; confidence in the NHS; support for the disabled; loneliness and confusion;

The comments have been broken down according to locality, and can be found, in full, in the relevant locality section. However, one comment submitted was not attributable to one area:

- You need to ask how people who self pay and own their own properties, feel whether they receive the same opportunity to receive support as people who do not - housing related support specifically. I.e. budgeting, signposting to health, support when leaving hospital, access to adaptations i.e. HIA's. Whether they feel that they should receive access to community alarms and pendants in their own homes. Do people who self pay feel that because they have to pay for services that they are less likely to... .. (unfortunately, the database did not store the remainder of this comment)

Q3: Please rank the six issues in order of importance to you

This is the main question in the whole consultation. While all the issues are acknowledged as important, the Partnership Board needs to know which are deemed to be the most important to older people in the county, so that the most important issues can be prioritised and tackled first.

The following table gives the overall results, based on total responses:

	Most Important	2nd	3rd	4th	5th	Least Important
Supporting People in their Home	422	79	92	26	94	43
Preventative support services in the community	124	143	85	203	103	93
Safety at home and in the community	188	164	145	152	40	65
Valuing older people	142	144	186	76	94	146
Equality, access and dignity	75	59	73	235	205	102
improving access to information and advice	99	27	116	31	147	317
No reply	91	205	140	179	149	147

AN7

It is clear from the numbers that there are some obvious results, for example, most respondents selected 'Supporting People in their Home' as the "most important", and 'Improving access to information and advice' is by far the most "least important" issue.

Using the table above, the order of importance (according to the people of Warwickshire) of the issues contained within the draft Strategy is:

- 1st – Supporting People in their Home**
- 2nd – Safety at Home and in the Community**
- 3rd – Valuing Older People**
- 4th – Equality, Access and Dignity**
- 5th – Preventative Support Services in the Community**
- 6th – Improving Access to Information and Advice**

A question may be asked why 'Preventative Support Services in the Community' has been ranked fifth, when more respondents ranked other issues into this slot. This is because most respondents ranked 'Equality, Access and Dignity' as fifth most important, however this issue had already been given fourth place. The next issue to be ranked fifth was 'Improving Access to Information and Advice', however this issue was deemed to be "least important" by the vast majority of respondents.

Q4: Origin of respondent

AN12

Are you responding:	
as an older person?	546
as a District / Borough Council partner?	7
as a Community and Voluntary Sector partner?	11
as a Health Sector partner?	5
as a Carer of an older person?	17
Other	139
No reply	75

If selecting 'other' in relation to this question, respondents were asked to give details. The few that did complete this question, submitted the following comments:

- A Silver Surfer Volunteer
- WCC
- Nurse and carer
- Chair of a Residents Association'
- Town Councillor
- Student social worker
- Town Councillor
- Not sure what an older person is!
- Parish Council
- BME (North) Conference

It is good to note that the majority of respondents identify themselves as 'older people', which will mean that the target group has been able to influence a strategy that will have a direct effect on them.

Although very few 'partners' responded to the consultation, it should be noted that these partners will have had their input into producing the draft strategy prior to the consultation process.

It may appear from the results, above, that there has been a low volume of responses from carers of older people. This is not necessarily so, as in the majority of cases, the respondents identified themselves as both an older person and a carer of an older person. In order to avoid skewing the results, the category of 'older person' took precedence.

Q5: Individual and group responses

AN11

Are you responding:	
as an individual?	314
on behalf of a group?	466
No reply	15

As can be seen, well over half of the respondents for the consultation (58.6%) were classed as 'group' responses, where one survey was completed on behalf of the whole group, giving the collective views of the group.

This has proved to have a knock-on effect with other results coming out of the consultation, as the relevant detailed, personal, information for each group member

has not been submitted. These questions have shown up with a 'no reply' response, thus giving apparently disproportionate results. It should be noted, however, that given the volume of 'individual' responses, the results can still be classed as indicative.

Q8: Which age range are you in?

AN13

Which age range are you in?	
Under 50 years of age	8
50 - 64 years of age	68
65 - 74 years of age	100
75 - 84 years of age	105
Over 85 years of age	49
No reply	465

As can be seen in table AN13, above, the spread of respondents across the age ranges is fairly even, showing that the sample can be deemed to be representative. The one anomaly here is a common feature with the results of this consultation, in that when inputting the submissions for 'group' respondents, it was not possible to specify an age range for each of the group members.

Q9: As an older person, do you live alone?

AN14

As an older person, do you live alone?	
Yes	158
No	160
No reply	477

Q10: Male and Female respondents

AN15

Are you	
Male?	113
Female?	223
No reply	459

Looking at the response rate of males and females, it can be seen that the number of female responses is almost double that of males. This is not uncommon: it is widely known that females are more likely to take the time to complete surveys.

Q12: Continuing to Contribute to the work of the Older People's Services Partnership Board

The results of this question show that there is a lot of interest in the strategy and continuing to contribute to this area of work, with the table below showing the numbers of respondents who would like a copy of the results of the survey and who would like to contribute further:

AN6

a copy of the results of this survey	148
to continue to contribute to our work	74

This would indicate that there is interest in, and commitment to, taking this forward to a successful conclusion.

Locality Results: North Warwickshire

AN17

	Yes	No	No reply
In your opinion, are the issues listed in the draft strategy the right ones?	62	3	1
Have we missed any other important issues?	12	51	3

AN16

	Most Important	2nd	3rd	4th	5th	Least Important
Supporting People in their Home	24	22	11	4	4	2
Preventative support services in the community	7	8	5	28	7	8
Safety at home and in the community	29	12	5	10	5	5
Valuing older people	15	7	23	7	4	8
Equality, access and dignity	4	12	8	7	28	4
improving access to information and advice	8	4	6	5	8	35
No reply	3	8	8	9	12	11

The priorities indicated by the respondents from North Warwickshire are as follows:

- 1st – Safety at home and in community**
- 2nd – Supporting people in their home**
- 3rd – Valuing older people**
- 4th – Preventative support services in the community**
- 5th – Equality, access and dignity**
- 6th – Improving access to information and advice**

It is interesting to note that the one major difference between the results is the issue that has been ranked as most important. In the north of the county (North Warwickshire and Nuneaton & Bedworth), the issue that has been ranked as 'most important' is Safety at Home and in the Community. This differs from the south of the county and the overall results which placed Supporting People in their Home as 'most important'. There is no indication as to why this may be. Partners local to these areas may be able to supplement this information.

AN18

Which age range are you in?	
Under 50 years of age	1
50 - 64 years of age	11
65 - 74 years of age	15
75 - 84 years of age	12
Over 85 years of age	4
No reply	23

Question 2 of the consultation asked respondents to give details of any important issues that they felt had been missed. The responses for North Warwickshire are as follows (Please note that any asterisks in a comment denote an illegible word):

- Dementia assessments - more *** confusion - more nursing home beds and home support for carers
- The costing of help required, and the ability of pensioners to afford it
- Medical checking surveillance table
- Providing info on local care homes, i.e. what sort of care is provided - example EMI care
- When shall we see home helps again that did cleaning and shopping. I think this could fill a great need
- Will the funding be there or will we be paying for it?
- Because I want to know what the criteria is for attending day care
- Access to benefits and help in filling in all the forms
- Need to acknowledge the fact that most village organisations, i.e. church, WI etc, rely on older people

Locality Results: Nuneaton & Bedworth

AN19

	Yes	No	No reply
In your opinion, are the issues listed in the draft strategy the right ones?	165	1	3
Have we missed any other important issues?	103	50	16

AN20

	Most Important	2nd	3rd	4th	5th	Least Important
Supporting People in their Home	54	9	61	9	35	0
Preventative support services in the community	52	13	11	12	17	64
Safety at home and in the community	70	12	52	14	8	12
Valuing older people	20	102	9	15	19	5
Equality, access and dignity	11	25	9	101	13	9
improving access to information and advice	13	8	17	5	63	64
No reply	1	9	11	13	14	15

The priorities for the respondents in Nuneaton and Bedworth are as follows:

- 1st – Safety at home and in the community**
- 2nd – Valuing older people**
- 3rd – Supporting people in their home**
- 4th – Equality, access and dignity**
- 5th – Improving access to information and advice**
- 6th – Preventative support services in the community**

In addition to the comment include in the North Warwickshire section, the results for Nuneaton and Bedworth appear to show a very different perception of priorities from

the rest of the county. It is not clear from the available information why this may be the case.

AN21

Which age range are you in?	
Under 50 years of age	1
50 - 64 years of age	14
65 - 74 years of age	25
75 - 84 years of age	23
Over 85 years of age	10
No reply	96

Question 2 of the consultation asked respondents to give details of any important issues that they felt had been missed. The responses for Nuneaton and Bedworth are as follows:

- Transport - a major problem for old people. Access to information and services through the internet. Change to Digital TV.
- Transport
- Who to contact and how
- Improving pensions and making form easier to understand
- Loss of certain facilities from post offices
- 1) Regular checks on all vulnerable elderly 2) the words are good, but I would be more impressed if the quality of service was consistent and monitored & less reliance put on voluntary services 3) priority given to people with dementia and similar
- Carers respite, Allowing the older person supervision whilst carers are away
- Loss of post office emanates for paying bills, TV licence, etc
- Getting basic assessments of people's needs, and giving choice of methods to cover their needs
- Information on welfare rights and help with form filling
- Information on all available benefits and help with claiming
- To inform all people of benefits they can receive as lots of people miss out on info
- All ages have good points in life
- More information for carers, also more help also knowing where these carers are and who they are looking after
- Making neighbourhoods safer places for older people – e.g. street lighting, details not given in no. 3

Locality Results: Rugby

AN22

	Yes	No	No reply
In your opinion, are the issues listed in the draft strategy the right ones?	143	50	0
Have we missed any other important issues?	59	129	5

AN23

	Most Important	2nd	3rd	4th	5th	Least Important
Supporting People in their Home	89	7	6	1	52	2
Preventative support services in the community	6	71	7	56	10	7
Safety at home and in the community	8	10	46	83	3	7
Valuing older people	40	7	9	8	8	119
Equality, access and dignity	4	4	10	101	32	6
improving access to information and advice	4	2	78	6	47	20
No reply	52	92	40	41	42	40

The priorities for the older people in the Rugby area are as follows:

- 1st – Supporting people in their home**
- 2nd – Preventative support services in the community**
- 3rd – Safety at home and in the community**
- 4th – Equality, access and dignity**
- 5th – Improving access to information and advice**
- 6th – Valuing older people**

Rugby is only one of two localities that did not rank Improving Access to Information and Advice as 'least important' (the other is Nuneaton and Bedworth). Why this may be is unclear, however it is possible that partners local to the Rugby area will understand the issues behind this.

AN24

Which age range are you in?	
Under 50 years of age	1
50 - 64 years of age	7
65 - 74 years of age	13
75 - 84 years of age	17
Over 85 years of age	13
No reply	142

Question 2 of the consultation asked respondents to give details of any important issues that they felt had been missed. The responses for Rugby are as follows:

- Quite a few very old people become very confused, mentally and make life hell for families and neighbours
- It is much harder for an older person living alone, especially if there are no relations locally
- Make documents easier to understand - do not use acronyms or initial letters or words, e.g. BME?

- We never get included or thought of, in anything that is going on, in fact we seem to be a forgotten community of old folk
- An expert available to visit the elderly in their homes at their request, to discuss any problems, particularly money matters
- A source of worry to many older people is possibility of health conditions such as dementia, their care and the financial consequences. Even to younger people the division of care social vs nursing is confusing and no doubt influenced by conflicts of budgets for NHS and local authorities. Should question be raised whether there is need for a single unified simple transparent system, such needs are clearly rising .
- The need to have much more confidence in the NHS
- House insulations to be free to elderly - access?
- Loneliness, when on ones own
- The correct type of housing for older disabled people to live amongst those they know. Please remember the majority of older people don't have access to website

Locality Results: Stratford

	Yes	No	No reply
In your opinion, are the issues listed in the draft strategy the right ones?	169	4	3
Have we missed any other important issues?	40	121	15

AN25

AN26

	Most Important	2nd	3rd	4th	5th	Least Important
Supporting People in their Home	132	29	4	8	-	2
Preventative support services in the community	19	11	17	93	27	6
Safety at home and in the community	22	99	13	28	9	2
Valuing older people	22	14	111	6	15	5
Equality, access and dignity	17	9	15	12	95	25
improving access to information and advice	36	4	6	5	6	115
No reply	1	13	12	24	24	22

The priorities for the respondents from Stratford on Avon are as follows:

- 1st – Supporting people in their home**
- 2nd – Safety at home and in the community**
- 3rd – Valuing older people**
- 4th – Preventative support services in the community**
- 5th – Equality, access and dignity**
- 6th – Improving access to information and advice**

AN27

Which age range are you in?	
Under 50 years of age	1
50 - 64 years of age	16
65 - 74 years of age	20
75 - 84 years of age	24
Over 85 years of age	11
No reply	104

Question 2 of the consultation asked respondents to give details of any important issues that they felt had been missed. The responses for Stratford are as follows (Please note that any comments containing asterisks denote an illegible word):

- Communication, It would be of assistance if older people had a central - "One stop shop" call centre that they could contact regardless of the particular problem/query that they have. Currently assistance is somewhat fragmented and there has to be quite a lot of searching around to be done to contact various agencies. This for the elderly can be confusing.
- 50% increase in over 80s countywide - needs more specific recognition
- Preparing for retirement (life style changes) - intergenerational learning / values
- Please don't use abbreviation letters - what does BME stand for?
- Limited activities to essentials, e.g. home nursing and home helps, reducing ***. I am generally and particularly to low income OAPs - less waffle and more do!
- We don't all have computers to find out names and addresses of who to contact in cases when help is needed
- Working to promote more housing suited to older people and grouping this housing so that it's easy to move from one type of housing to another, without moving areas as needs change
- The ability to be able to purchase smaller quantities in supermarkets. no-one seems to cater for one person and there are thousands of us
- Closure of local hospitals - long distance to main hospital university hospital Coventry, no direct transport
- Garden maintenance and toenail cutting - these are taxes on the elderly, infirm, the disabled and those least able to afford the cost
- Early preparation for the exigencies of approaching retirement
- Modern technology and it's impact. There is an assumption that access and the ability to understand is available to everyone!
- Extreme lack of easily identified pedestrian crossings in Shipston - they are not identified or opposite each other. bus stop in church street causes blocked main road
- Residential / nursing homes - ensuring proper standards
- More details and support for those of us who are disabled
- Free public transport for OAP throughout the country, OAP 70+ exempt from paying council tax
- Good transport from villages to hospitals - particularly Coventry & Warwickshire. P.s. what is BME?
- The most important thing is carer support and home care services
- Euthanasia (for incurable and painful conditions) with consent
- If it is not possible to stay at home. I am single and wheelchair bound, not much use in hands and legs - to provide homes like Lower Meadow where I've made friends and are well cared for
- Please note, info is no good to a large section of the elderly who have dementia, hearing/sight loss problems, they have no computers, form filling is a major problem, elderly will not ask for help, their pride is at stake!

- Certain older people are as vulnerable, if not more, than children and subject to abuse and neglect. More needs to be done to protect them. We have child protection units and new importance placed on children which is how it should be, but we should not forget the elderly who are not given equal protection
- Health Service equality for the elderly and their related problems, i.e. 3 years + wait for the profoundly deaf for an op to date, and appropriate hearing aid. Warwick has the worst or one of the worst records for this in the country

Locality Results: Warwick

	Yes	No	No reply
In your opinion, are the issues listed in the draft strategy the right ones?	127	2	6
Have we missed any other important issues?	29	71	35

AN28

AN29

	Most Important	2nd	3rd	4th	5th	Least Important
Supporting People in their Home	102	12	10	4	2	3
Preventative support services in the community	38	24	43	13	7	8
Safety at home and in the community	58	28	13	17	13	5
Valuing older people	43	13	32	24	14	8
Equality, access and dignity	36	8	30	13	22	23
improving access to information and advice	36	8	9	9	22	32
No reply	0	48	34	55	55	56

The priorities for the older people in the Warwick area are as follows:

- 1st – Supporting people in their home**
- 2nd – Safety at home and in the community**
- 3rd – Preventative support services in the community**
- 4th – Valuing older people**
- 5th – Equality, access and dignity**
- 6th – Improving access to information and advice**

AN30

Which age range are you in?	
Under 50 years of age	3
50 - 64 years of age	20
65 - 74 years of age	27
75 - 84 years of age	29
Over 85 years of age	11
No reply	45

Question 2 of the consultation asked respondents to give details of any important issues that they felt had been missed. The responses for Warwick are as follows (Please note that any comments with asterisks denote an illegible word):

- Better bus services to the hospitals
- Preparing for retirement (life style changes) - intergenerational learning / values
- Ensuring elderly people in hospital are assessed before discharge on the care required at home - especially important for people living alone
- Would like to have a better and more frequent bus service especially weekend and bank holidays
- No.4: not enough discussion with older population - we feel ignored by doctors, hospitals, dentists, etc
- Item 4: flexible transport
- Reachable health services - transport and parking to get to hospital etc - very difficult and costly. new university hospital particularly hard to get to
- I think you have it about right, but I want to point out that many retired people, like myself, are also carers - we have the time, but it gets hard work as you become older
- But it's about empowering and not just involving in decision making
- Special focus for BME
- Expedient access to medical & hospital services - delays can cause serious illness and even death!
- Some form of befriending house bound individuals
- Policing in a smaller village - older people can feel very intimidated by games / young people
- As a bus user and find it hard to walk, it would be nice to be able to get a bus to church on a Sunday
- At 86 years, all my old neighbours have *** *** I'm unable to use my free bus pass I would dearly love someone to call as I'm lonely and also offer transport to *** Club or Doctors etc
- Providing training and ongoing learning at flexible affordable prices so older people can continue to learn if they wish (sorry, it's included in no.2!)
- Holiday break assistance in summer
- Advocacy and befriending - lots of older people live alone, lots lack knowledge and confidence to pursue issues
- Help in accessing medical services, visiting surgeries, getting medication
- Joined up working across services is vital and most of my clients say so - as Chair of an older people's health working group, I was not aware of this consultation until the last day for comments - this is not a good example of collaborative working across agencies!
- Training, listening and empathy when helping older people. minority groups learning difficulties, ethnic minorities, etc
- Needs more emphasis on transport availability
- Enrichment of older peoples' social life by promoting contacts with others and leisure activities
- 1) Not enough attention is given to the vulnerability older people feel with the increase of vandalism and lack of respect for others shown by many young people, 2) council taxes are far too high for older people living on fixed income - the council tax is a huge proportion of their cost of living
- All are of equal importance in my view, it is impossible to rank them, though perhaps valuing older people would come first, all others would follow from this
- More press information, not all residents can access libraries, etc
- Reducing crime against older people, let us be safe to move about town and related areas again

- What is home care? What do they do? Not shopping – too costly. Who assesses the elderly for all their needs?
- Town has a growing population of elderly residents
- Medical checks
- You can never cover all the requirements! We should not have to rank these services - all are essential!
- At 65, information on financial matters is so important, even more so with the poor state of pensions with limited funds you need to get it right. they are all equally important and have different values at different ages
- Provision of "lifeline" emergency service
- Local hospital access - not outside town (Walsgrave)
- Ensuring finance is available to support these issues for ALL of the elderly

Results for active and interested older people

In total, 74 people out of the 795 respondents indicated that they would like to continue to contribute to the work of the Older People's Partnership Board: a useful and valuable resource. The contact details for these respondents have been forwarded separately.

Which council locality are you in?	
North Warwickshire	17
Nuneaton & Bedworth	12
Rugby	4
Stratford on Avon	17
Warwick	22
Other	1
No reply	1
Total	74

AN31

The breakdown of people who would like to contribute according to locality show some interesting results, in that it would appear that some areas of the county are more likely contribute than others. An example of this is North Warwickshire, where 17 respondents out of the NW total of 66 (25.7%) indicated that they would like to contribute further, whereas in Rugby, 4 out of the total of 193 (2.1%) expressed an interest.

The respondent classed as 'Other' indicated that they could not identify themselves as working in one particular area of the county.

AN32

Which age range are you in?	
Under 50 years of age	3
50 - 64 years of age	16
65 - 74 years of age	29
75 - 84 years of age	18
Over 85 years of age	4
No reply	4
Total	74

From these results it can be seen that the most active age group would appear to be those aged between 65 and 74, accounting for 39.2% of the total. However, the fact that positive responses have been received across all the age groups, especially those over 85 years of age, is very encouraging.

AN33

As an older person, do you live alone?	
Yes	31
No	35
No reply	8
Total	74

In this category, it can be seen that the split between those who live alone, and those who do not, is fairly even. It would be difficult to draw any conclusions from such an even split.

AN34

Are you:	
Male?	27
Female?	47
No reply	0
Total	74

As seen previously, in the overall results, the number of females indicating a desire to contribute further to the work of the Board is nearly double that of the male response. Whilst this does not perhaps, provide data that could be useful to the Board, it is encouraging to note that the trend continues when the results are broken down.

Respondents who would like a copy of the results by locality

AN46

Which council locality are you in?	
North Warwickshire	27
Nuneaton & Bedworth	26
Rugby	17
Stratford on Avon	34
Warwick	42
Other	2
No reply	0
Total	148

As before, the contact details of these respondents have been forwarded separately.

Results for age groups – 50-74 years of age

AN35

Which council locality are you in?	
North Warwickshire	26
Nuneaton & Bedworth	39
Rugby	20
Stratford on Avon	36
Warwick	47
Other	0
No reply	0
Total	168

As can be seen, the results for this age group are fairly evenly spread across the county.

AN36

As an older person, do you live alone?	
Yes	51
No	104
No reply	13
Total	168

From these results, it can be seen that members of this age group are more likely to be living with someone.

AN37

Are you	
Male?	59
Female?	105
No reply	4
Total	168

AN38

	Most Important	2nd	3rd	4th	5th	Least Important
Supporting People in their Home	93	26	26	12	7	2
Preventative support services in the community	32	30	31	28	24	19
Safety at home and in the community	39	35	23	34	22	12
Valuing older people	37	29	27	23	32	19
Equality, access and dignity	26	26	24	30	31	26
improving access to information and advice	29	15	19	16	23	65
No reply	5	20	20	28	31	32

The priorities for this age group are shown as:

1st – Supporting People in their home

2nd – Safety at home and in the community

3rd – Preventative support services in the community

4th – Equality, access and dignity

5th – Valuing older people

6th – Improving access to information and advice

Results for age groups – 75+ years of age

AN39

Which council locality are you in?	
North Warwickshire	16
Nuneaton & Bedworth	33
Rugby	30
Stratford on Avon	35
Warwick	40
Other	0
No reply	0
Total	154

AN40

As an older person, do you live alone?	
Yes	103
No	50
No reply	1
Total	154

In a reversal from the previous age group, the members of this age group are far more likely to live alone.

AN41

Are you	
Male?	50
Female?	104
No reply	0
Total	154

As has been seen before, the split between male and female responses is quite marked, but remains consistent across the various sections of results.

AN42

	Most Important	2nd	3rd	4th	5th	Least Important
Supporting People in their Home	113	15	8	8	2	6
Preventative support services in the community	21	36	27	23	25	17
Safety at home and in the community	30	38	27	29	16	10
Valuing older people	44	16	23	26	22	17
Equality, access and dignity	26	20	24	27	33	18
improving access to information and advice	26	11	21	11	19	61
No reply	3	30	30	36	38	34

The priorities for this age group are as follows:

1st – Supporting people in their home

2nd – Safety at home and in the community

3rd – Preventative support services in the community

4th – Equality, access and dignity

5th – Valuing older people

6th – Improving access to information and advice

The priorities identified by this age group are the same as those for the 50-74 age group.

Results of the 'Individual' responses (excluding the responses from groups)

Having received such a large volume of 'group' responses, it was agreed to look at the results from the 'individual' responses in isolation, to see if any different conclusions could be identified.

AN43

	Yes	No	No reply
In your opinion, are the issues listed in the draft strategy the right ones?	293	8	13
Have we missed any other important issues?	80	187	47

AN44

	Most Important	2nd	3rd	4th	5th	Least Important
Supporting People in their Home	200	41	35	19	7	8
Preventative support services in the community	53	64	56	49	48	36
Safety at home and in the community	68	69	50	62	37	23
Valuing older people	81	46	47	49	51	33
Equality, access and dignity	52	46	46	53	66	41
improving access to information and advice	54	26	39	27	40	123
No reply	6	47	49	62	67	63

The priorities identified by the 'individual' responses are as follows:

- 1st – Supporting people in their home**
- 2nd – Safety at home and in the community**
- 3rd – Preventative support services in the community**
- 4th – Equality, access and dignity**
- 5th – Valuing older people**
- 6th – Improving access to information and advice**

When comparing these priorities to those detailed in the overall results section (i.e. including the group responses), it can be seen that a different set of priorities has been identified.

This result could have implications for the Board in deciding which set of priorities to follow, although it should be noted that Supporting People in their Home remains the top priority in both sets of results, while Improving Access to Information and Advice is consistently viewed as 'least important'. Safety at Home and in the Community also remains the second most important priority.

AN45

Which council locality are you in?	
North Warwickshire	39
Nuneaton & Bedworth	71
Rugby	46
Stratford on Avon	68
Warwick	90
Other	0
No reply	0
Total	
	314

Results for those living alone

AN47

	Most Important	2nd	3rd	4th	5th	Least Important
Supporting People in their Home	94	20	19	12	8	5
Preventative support services in the community	25	30	27	25	29	20
Safety at home and in the community	36	33	23	37	15	13
Valuing older people	41	27	24	18	26	22
Equality, access and dignity	30	24	30	26	25	20
improving access to information and advice	27	16	16	14	27	56
No reply	6	24	24	33	33	33

The priorities for those who indicated that they live alone are as follows:

- 1st – Supporting people in their home**
- 2nd – Safety at home and in the community**
- 3rd – Equality, access and dignity**
- 4th – Preventative support services in the community**
- 5th – Valuing older people**
- 6th – Improving access to information and advice**

Although these results generally follow the trend shown by other results, both overall and broken down into different sections, it is not surprising the most important priorities for those living alone are Supporting People in their Home and Safety at Home and in the Community.

AN48

Which council locality are you in?	
North Warwickshire	18
Nuneaton & Bedworth	40
Rugby	36
Stratford on Avon	24
Warwick	39
Other	0
No reply	1
Total	158

AN49

Which age range are you in?	
Under 50 years of age	2
50 - 64 years of age	19
65 - 74 years of age	32
75 - 84 years of age	65
Over 85 years of age	38
No reply	2
Total	158

Lessons Learned from this Consultation Process

Following the consultation on the Draft Older People's Strategy being undertaken, a number of valuable lessons learned have been identified.

- When producing surveys of this nature, it essential that an explanation is given as to why a particular question is being asked, in this case the question on ethnic origin. A lot of people feel that it is an unnecessary question, however, if the reason for needing to know this information (i.e. to ensure that typically hard to reach communities are engaged), this may prompt more responses.
- As mentioned throughout this report, issues were encountered with the inability to identify a lot of the personal data associated with the group responses, which had the effect of producing a disproportionate amount of 'no reply' responses. This could be avoided in future by asking the respondent, if they are responding on behalf of a group, to state the predominant ethnicity and sex of the group. This would need to be accompanied, as mentioned in the previous point, by an explanation of why this information is useful.
- Typically, throughout this consultation, issues have been encountered with respondents completing the priorities question (question 3) in the requested format. The web version of the survey was set up in such a way that it was impossible for respondents to classify more than one issue as 'most important'.

Unfortunately, this was not the case with the paper version, where the final printed edition did not have the correct instructions, specifically, the instruction to only rank one issue as 'most important', etc. This may have been avoided by the survey author jointly signing off the paper version with the commissioners of the consultation.

- When looking at the ratio of electronic responses to paper responses (9 electronic v 786 paper), it is evident that priority should be given to traditional methods of communication, and this should have been reflected in the leaflet / consultation document that was distributed.
- Having undertaken the consultation, an area for improvement identified is how communities are contacted to respond to the consultation. In future, resources may be better spent employing a community worker to facilitate groups, particularly minority ethnic and other isolated communities, rather than the large amount of printing, and relying on the target audience to receive the communication and then respond to it.
- Since the consultation period has closed, the results analysed, and report written, it has become apparent that consultation forms are still being (independently) distributed, particularly in the Warwick area – completed responses have started to be returned again! While these have not been included in this report, the completed responses will be forwarded to the partnership team. While this is not a particular problem, this may have been avoided if the distribution outlets had been asked to recycle any remaining forms after the closing date.