

PLYMOUTH CITY COUNCIL

Subject: 'The Charter for Older People – 2012'
Committee: Cabinet
Date: 11 September 2012
Cabinet Member: Councillor McDonald
CMT Member: Carole Burgoyne, Director for People
Author: Debbie Butcher Head of Strategic Commissioning
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Ref: Charter for Older People
Key Decision: No
Part: I

Purpose of the report:

The report recommends the adoption of The Charter for Older People – a key manifesto pledge

Corporate Plan 2012 – 2015:

Raise aspirations – The charter encourage services and those who use them to aim high and expect good value and standards.

Reduce Inequality – The charter pledges to find creative ways to reach isolated older people, challenge and remove discrimination wherever it is encountered and promote positive images of ageing.

Provide Value for Communities - The charter commits the council to providing opportunities for people to shape services and working in partnership with the statutory, voluntary and community sectors to plan and develop services together.

Implications for Medium Term Financial Plan and Resource Implications: Including finance, human, IT and land

The financial impact to the council of implementing the proposals is £9,000 per annum identified within existing Adult Social Care baseline budgets.

Other Implications: e.g. Child Poverty, Community Safety, Health and Safety, Risk Management and Equality, Diversity and Community Cohesion:

Review of the charter is proposed for spring 2013 when more wide scale consultation will take place to ensure engagement with all protected groups as identified in the 2010 Equality Act.

Recommendations & Reasons for recommended action:

It is recommended that:

The Charter for Older People is adopted across the Council
Other organisations are encouraged to sign up to the pledges within the Charter.
Review of the charter and wider consultation is carried out in spring 2013.

Background papers:

The Charter for Older People.

Sign off:

Fin	Peopl eF ACI 213 003 AM 15/08 /12	Corp Prop	NA	Legal	LT 1542 2	HR	NA	IT	NA	Strategic Proc	NA
Originating SMT Member Carole Burgoyne											
Have you consulted the Cabinet Member(s) named on the report? Yes											

Background

Plymouth City Council currently spends around £72 million on Adult Social Care. Over half of this budget is spent on older people.

Plymouth City Council has made a commitment in its corporate plan to provide 'a new deal for older people's care', backed up by a charter.

The charter has 11 pledges that do not just relate to Adult Social Care but incorporate issues that are important for the whole Council and across partner organisations if we are to achieve our goal of becoming 'Caring Plymouth'.

Developing the Charter

The development of the charter involved a number of steps.

First material was collated from wide ranging previous consultation – in order to capitalise on what people had already told us.

Then a consultation process was undertaken to update and learn more. This involved consulting with: WRVS, Age UK Plymouth, Plymouth LINks, Stroke Association, Alzheimer's Society, Plymouth Befriending Umbrella Service, The Dignity in Care Forum, Plymouth Senior Citizen's Forum, 28 Older People in a range of settings i.e. day care, residential care and befriending opportunities. Some of the consultation was in depth and some was to ask for feedback on the ideas that had already been formed.

A draft was then produced and circulated to a sample of those who had participated in the consultation to gain further feedback.

The charter has evolved into a pledge that can be used in a broad context and applied to a wide range of services and approaches to supporting older people. Whilst standards of care are still central to the charter it was considered important to widen the scope to reflect the values and standards that older people should be able to expect across a wide range of services .

Objectives for the Charter

To represent both a pledge to older people and a structure for the Council to monitor the standards and values that should be expected.

To ensure that Council services and other organisations including the independent sector adopt these standards and sign up to the Charter.

To make a commitment to further develop the Charter in partnership with the statutory, voluntary and community sectors.

To strategically join up our planning so that Adult Social Care, Housing and Health and the wider Council are committed to developing services together to promote and adopt the values identified in the Charter.

Recommendation

That this charter be adopted across the Council

Further consultation to take place in spring 2013 to include front line services and ensure participation involves all protected groups as defined in the Equality Act 2010.