

# A borough of opportunity for people in their 50s and beyond 2008–13

Camden   
Primary Care Trust

 Camden



“Age has to be redefined. Some people are old at 40, others are sharp as a tack and active at 80.”

Camden citizen

## Dear reader

In 2007, the Council and its partners launched ‘Camden together’, a plan for how we intend to improve the quality of life of current residents and future generations.



Councillor Keith Moffitt

‘Camden together’ is about everyone, of all ages, in Camden. However, this plan, ‘A borough of opportunity for people in their 50s and beyond’, focuses on quality of life for those over 50. We want Camden to be the borough that offers the best opportunities for people as they grow older.

In 2002, Camden launched its quality of life strategy, making it one of the first boroughs in the country to have a plan for later life. One of the strengths of our first plan was that it was written with lots of involvement from residents. We wanted to follow the same approach with this updated plan.

More than 400 people gave us their thoughts on what was important about growing older in Camden and we have tried to represent what they said in this document. Members of the quality of life panel interviewed fellow-residents across the borough about their experiences. We also commissioned research with particular groups of people who had proved more difficult to contact, including older Black and Minority Ethnic people, people between the ages of 50 and 60, and older men. We believe this plan shows that we have listened to people and responded to what they said by setting out our commitments to improve quality of life for people as they age.

We recognise the challenge facing local authorities and their partners to meet the needs of the whole population, from the active working over-50s whom we want to encourage to get fit and active and plan for the future, to our active 70-year-olds, volunteering and enjoying their free time, and our older community as they become frailer and in need of care and support.

We have therefore included priorities established in ‘Serving older people’, the strategy that outlines how we will provide long-term care and support for people. We wanted to create one plan for people as they get older, encompassing the different and changing experiences of people between 50 and 100 or more years old.

We are committed to making Camden a place where you can get the most out of life and improve your quality of life and well-being; a place where you can get support if you need it, but still have control and live independently; and a place where you feel part of your community, valued and respected.

Above all, we want Camden to be a place of opportunity for people as they grow older.



Councillor Martin Davies

Councillor Keith Moffitt,  
Leader of Camden Council

Councillor Martin Davies,  
Executive Member for Adult  
Social Care and Health

**As the older people’s champion, I am very proud of this strategy and what it represents.**

It is a symbol of how far we have come since we produced our first strategy, when we were starting out with a bold ambition to change the lives of people in Camden. It demonstrates how the hard work and commitment of Camden residents has changed the way the Council and its partners provide services. It is also an example of what can be achieved if residents, organisations and services work together.

However, this latest strategy also recognises that there is still much to be done to ensure that everyone feels that Camden is a borough of opportunity for them as they grow older. We have listened to people around the borough about what they think we should do next and there are still some big issues that need to be addressed: loneliness and isolation, transport, and the availability of cultural and leisure activities.

There are details at the end of this document on where to get information about any of the opportunities, activities and services mentioned.

Councillor Dawn Somper,  
Camden Older People’s Champion



Councillor Dawn Somper

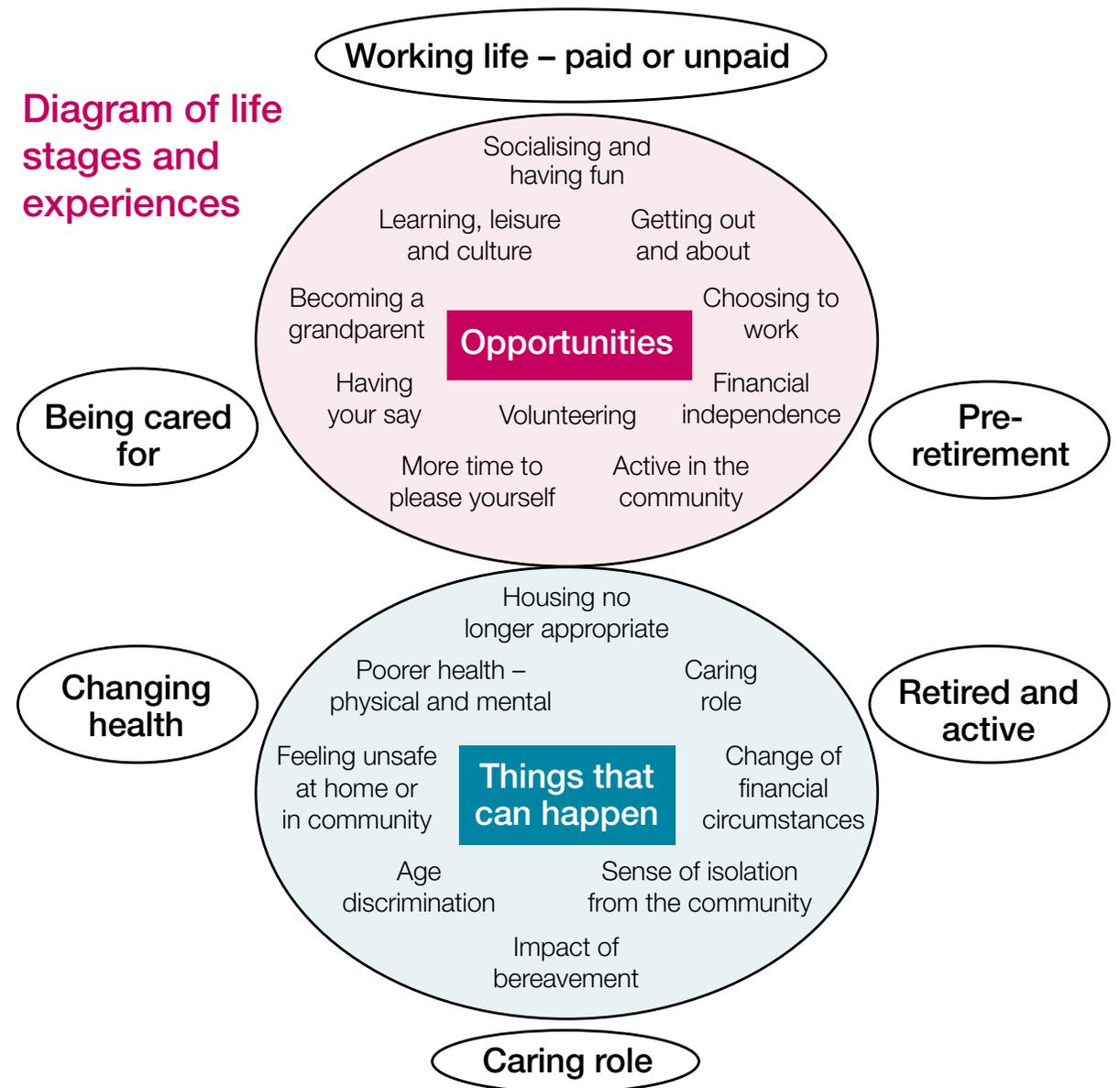
### The Camden picture

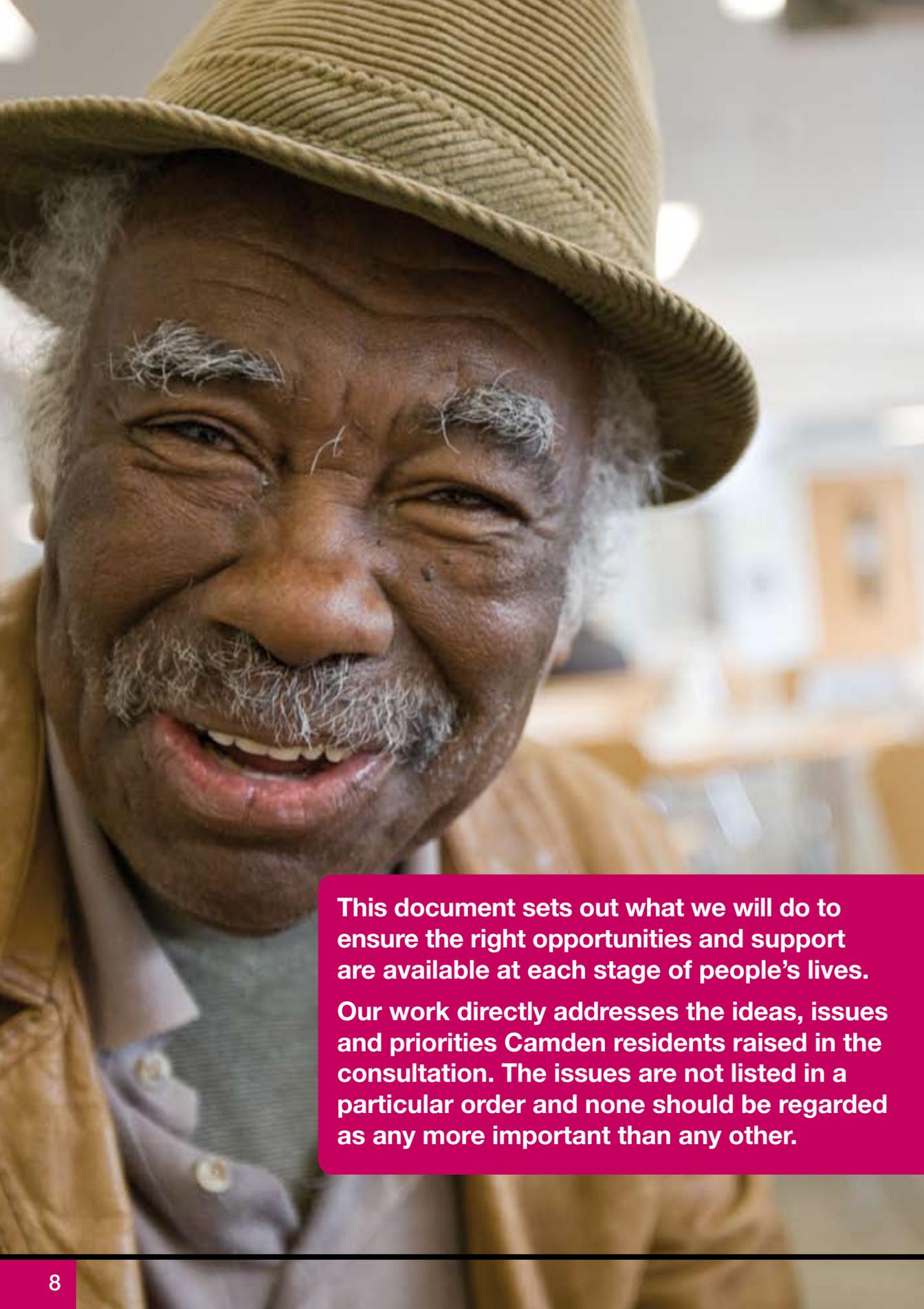
The Office of National Statistics estimates there are 48,900 people over the age of 50 living in Camden, of whom 19,800 are over 65. Although the numbers of people reduce at retirement age as people move out of London, the proportion of people aged 80 and above is increasing. Our Camden population is very diverse, with many elders from Black and Minority Ethnic (BME) communities, and of different faiths, cultures and sexual orientations. Camden needs to ensure that everyone has better quality of life and can make the most of life as they grow older.

### Life stages and experiences

Life changes as we grow older. The differences between people at 50 and people at 95 are many and varied. To see what work needs to be done and identify the priorities, we first need to understand what some of those differences are. There is a series of stages that most people go through at one time or another, although there is no guarantee that everyone will experience all of them. Our quality of life is often influenced by the opportunities we have and things that can happen over which we may have limited control. These influence what opportunities or services people want or need to maintain an optimum quality of life.

### Diagram of life stages and experiences





**This document sets out what we will do to ensure the right opportunities and support are available at each stage of people’s lives. Our work directly addresses the ideas, issues and priorities Camden residents raised in the consultation. The issues are not listed in a particular order and none should be regarded as any more important than any other.**

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# People will have reliable and accessible transport available, to lead active and fulfilled lives

## What has already been done?

- More than 24,000 people aged over 60 in Camden use a freedom pass. This is 86 per cent of those eligible at the last count (2006).
- Camden has developed the country's first ScootAbility loan scheme. The scheme provides a door-to-door 'delivery and collection' service of mobility scooters and powerchairs, with full training and support for about 500 members.
- The Taxicard scheme for people with poor mobility has been made more flexible. Longer subsidised trips are now possible.
- Regular Camden mobility forum meetings take place with customers, to discuss people's experience of using transport services, develop plans to improve quality, and tackle enduring problems.
- Camden was the first London council to introduce a high street Shopmobility scheme. This is located in Camden Town. Residents and visitors with mobility problems can borrow mobility scooters and powerchairs from it.
- The Plusbus door to door service and the clubs and activities transport service provide a service to more than 900 members who find it hard to use public transport, enabling them to reach health, leisure, social and community facilities.

- The new accessibility website [myjourney.org.uk](http://myjourney.org.uk) developed in consultation with customers provides lots of information to help people get out and about in Camden and across London.

## What Camden citizens said about transport

This was one of the biggest issues for people across the borough. Regular, reliable and accessible transport was often cited as a crucial element for quality of life, enabling people to visit friends and families and take part in activities. The Blue Badge, freedom pass and Taxicard schemes were appreciated by many as a lifeline.

**“The single most important issue for me is preserving the freedom pass – the key to almost all other benefits.”**

There were calls for better parking solutions for people's family and visiting carers and also for accessible transport services at night so that people could take part in evening activities.

The quality of public transport provision, and particularly the buses, was a major concern. However there was also recognition that Camden is privileged to have numerous transport options, so that people can get around the borough, Greater London, and other parts of the UK, and even go to Europe.

### What the Council and its partners will do

- The Council will continue to lead on the development of effective partnerships to maintain the development of accessible transport services and new travel opportunities.
- We will review existing accessible transport services and schemes such as Taxicard, freedom pass, ScootAbility and Shopmobility to ensure they are widely known and taken up.
- We will seek the views of older residents on new transport developments and measures to further improve local accessibility and travel options.
- The Council will continue to work with Transport for London to ensure that all forms of transport can be used by everybody.
- We plan to provide a further Shopmobility site in the King's Cross development for 2010/11.
- We will provide a new extended Plusbus service to the new King's Cross development, and meet the demand for access to evening and weekend activities.
- We are developing improved training for the safe use of mobility scooters and electric wheelchairs. We will launch a training DVD and information pack by the end of 2008. Anyone who uses a personal mobility vehicle will be able to buy this.



- We will improve the application process for people applying for accessible transport schemes by the end of 2009.
- We will continue to develop and improve on [myjourney.org.uk](http://myjourney.org.uk) to help people get information about accessible transport and travel details.

# People will have information about services, activities and opportunities in ways that everyone can understand

## What has already been done?

- We distribute information about opportunities and services widely across the borough, in different forms and at a range of different places.
- The 'Golden Gazette' magazine has extended its circulation from 800 to more than 5,000 residents aged over 50.
- Three editions of 'Getting on in Camden', Camden's guide to services, opportunities and activities for people over 50, have been produced.
- We have developed the new information and access service to improve advice, information and access to care and support services.
- There are an average of 448 visits a month to the older people's section of the council's website. This gives information about opportunities and services, and links to partners' websites.
- Camden's publication review panel (CAMPROP) – a group of Camden residents – reviews and comments on all sorts of written information aimed at people over 50 produced by the Council and its partners. CAMPROP ensures this is in plain English and is easy to follow.
- Local community groups and organisations also produce their own newsletters and information sheets about what is happening.

- A series of sensory awareness training days were organised and funded by the community safety team in February and March 2007. These days were aimed at frontline staff, to raise awareness of things to consider when communicating.

## What Camden citizens said about information

For many, not knowing about opportunities and support, or information being in an unfriendly format, was a problem. Many said that information was available in the wrong places or at the wrong times. Information in a wider spread of locations where people go might have more impact. Many said they were 'turned off' by information because it was targeted at 'older people', a description they did not identify with.

Some cited examples of publications or information they could not read because the print was too small. Others said that some organisations or council staff spoke too fast or too quietly and did not understand that some people couldn't hear very well or were sometimes slower at picking things up. There was a call for better training and information for staff about the specific needs of people with, for example, poor eyesight or hearing, or difficulties getting around and what would help when communicating with them.



Being referred to a website was fine for some, but many could not use the internet. They highlighted the need for information in printed form or on the telephone, instead.

**“ I am active but don't know about all the borough's activities. Or until it's too late. Please don't suggest I go to yet another website. ”**

People from BME communities noted that sometimes people were not literate in their own language and relied more on their community workers, advocates and other trusted people. Targeting information and advice through community cultural centres and support workers is a much more effective way of getting information through to people from BME communities.

### What the Council and its partners will do

- Ensure that staff, particularly those on the frontline and at key reception points are aware of opportunities in the borough and can signpost people effectively.
- Support more people through UK online centres to make the most of opportunities through the internet.
- Continue to expand the readership of the 'Golden Gazette' and increase the involvement of readers in its production.

- Increase the use of the information and access service to improve access to care and support services.
- Increase the number of organisations and services working with CAMPROP to review their publicity.
- Build upon the quality of life panel review of information in libraries to improve availability.
- Develop a positive images and accessible formats campaign, using positive images of ageing to improve the targeting of activities and opportunities to a wider group of people.
- Continue to improve older people's access to mainstream services by producing and distributing accessible and appropriate information in ways that older people can reach.
- Explore the potential of information hubs with up-to-date and relevant information in local community settings, such as community centres.
- Review information sent to people referred to WISH Plus (Warmth, Income, Safety and Health), to identify better ways to publicise services.
- WISH Plus will run monthly training seminars for staff from partner agencies. These will increase knowledge and understanding of staff of the range of services available around warmth, safety, income and health and provide an opportunity to network and share good practice.

# People will feel involved, influential and part of their community

## What has already been done?

- There are numerous ways local residents can get involved, such as:
  - quality of life panel
  - elderly persons' liaison group
  - Age Concern Camden's consultation action group
  - Neighbourhood groups – including Kilburn Older Voices Exchange (KOVE), CEPO, Camden Central older people's steering group, King's Cross MAP group and Gospel Oak older people's network
  - Area forums
  - Members' committees in Camden's resource centres.
- There are 174 people who volunteer with good neighbour schemes throughout Camden, supporting 498 people.
- Five hundred and ninety-eight people have taken part in intergenerational activity supported by the Council and 184 people have attended the 'introduction to intergenerational working' training course.
- Many local voluntary and community sector organisations involve people aged over 50 in running their services, on their management boards and as trustees, recruiting new staff, and as volunteers.

## What Camden citizens said about being involved and influential

The fear of being isolated and feeling cut off from their neighbourhood is one of the biggest issues for people. Feeling part of the community and having opportunities to make friends was seen as vital to retaining well-being. Many felt they were disconnected from their communities and were saddened that they no longer knew their neighbours.

**“ Good neighbours and knowing people in your community help prevent loneliness. ”**

Community, leisure and resource centres were seen as particularly important in helping people feel less lonely as they grow older. Opportunities to mix and make friends were consistently viewed as essential to people's quality of life, as was structured and unstructured activity.

**“ Making friends becomes increasingly important as you get older. ”**



Many felt that opportunities to meet people of different ages and take part in shared activities was important to help people keep involved and feel part of a community. The need for respect and responsibility both by and for older people was a frequent theme. There were some who did not want activities for people aged over 50 to be 'ghettoised'. They wanted activities for everyone, in places where everyone goes, perhaps mixing with different generations, but accessible to people as they grow older. They also wanted opportunities to volunteer and help out.

Getting involved and having influence in decision-making was widely acknowledged as something that should be encouraged and made more of. There were calls for decision-making to be set up in a way that is jargon-free and accessible to everyone. People felt it should be easier to get involved, and to ensure that they were listened to. Decisions and processes needed to be more open and transparent so that people trust them and want to get involved.

### What the Council and its partners will do

- Seek increased opportunities for older people to volunteer or be involved in neighbourhood activities.
- Involve more residents in shaping and delivering services, to ensure these meet their needs and expectations.
- Ensure that communities and neighbourhoods are inclusive and offer easy involvement for people of all ages.
- Continue to support good neighbour schemes and look for more opportunities in the community to stop people feeling lonely.
- Ensure that people most at risk from being cut off from the rest of their community, including housebound people, residents of care homes and people with communication or language difficulties are able to participate and feel part of the community.
- Work with citizens, organisations and services to combat age discrimination and promote the positive aspects of ageing.
- Develop and support opportunities for people of different ages to improve the quality of life for Camden residents.
- Develop and support an active carers' forum to provide a voice for carers in Camden.

# People will have access to arts, culture and learning

## What has already been done?

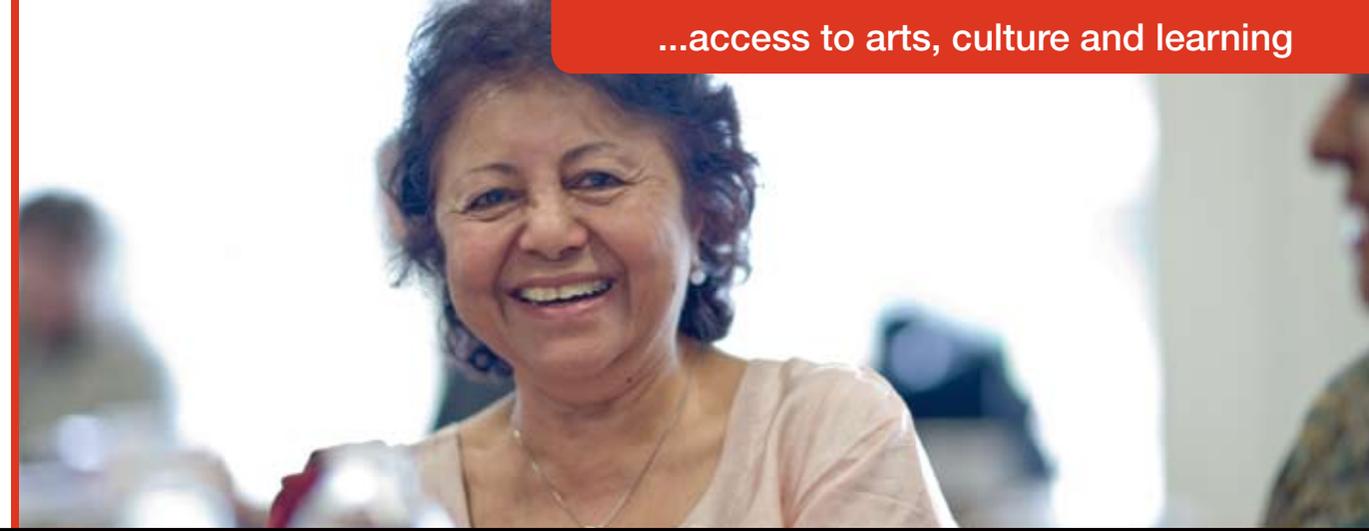
- One in three learners in the adult and community learning service is over 60. There were 691 different courses for adult learners in 87 locations across the borough in the 2007/08 academic year.
- Work is under way to build links between cultural centres and resource centres in the borough, so that people who cannot visit museums can enjoy arts and culture.
- There are many opportunities to take part in arts and cultural activities in 36 local community centres across the borough.
- Two hundred and eighty-two people have taken part in specialist UK online computer training in resource centres or through the Age Concern computer project in 2007/08.
- UK online centres offer internet access to museums and galleries for viewing collections and participating in discussion forums.
- There are lots of opportunities for people to get involved in Camden's parks and open spaces, including friends groups, guided walks and nature conservation.
- Age Concern Camden has been running an employment project since June 2007, offering training, support and advice for people who would like to get back into work.

- As a result of two mystery shopping exercises by members of the quality of life panel, the library service has made several significant improvements to its service for people over 50, including the specialist noticeboards or information areas in all libraries.
- There are numerous concessionary opportunities to get involved in arts, culture and leisure activities.

## What Camden citizens said about access to art, culture and learning

Access to learning and skills development in the community helps people feel healthy and active. There's a range of classes and activities at differing levels of ability. Lots of people were interested in learning for learning's sake. People were interested in learning to use computers and the internet. Others wanted skills-based training, either to remain in paid employment or to find new employment.

There were also calls for opportunities, classes or activities to be held in the evening and at weekends. Most happen on weekdays but people wanted things to do at other times. For many the evenings and weekends were very lonely without the activities usually available Monday to Friday during the day. Some also questioned the distribution of activities and where they took place in the borough.



People wanted more concessions and reduced rates to take part in activities, particularly things they might not ordinarily do – such as visits to exhibitions, the theatre or events.

Libraries and the opportunities in libraries are extremely popular. Many people use them for more than just books: information, computers, socialising and other activities are often provided. People were also very complimentary about the mobile library and housebound service and the service it delivers in communities.

### What the Council and its partners will do

- Continue to offer a wide range of formal and informal learning opportunities across the borough, with a minimum of 30 per cent of learners being over 60.
- UK online will continue to offer computer training, which gives access to the internet and online services, and provides training, advice and support to learners new to such activities.
- Increase the numbers of people aged over 60 using libraries, beyond 8.2 per cent 'active borrowers'.
- Continue to provide the home library service to help combat isolation and exclusion.
- Explore partnership opportunities that may be created through the development of new arts and cultural facilities in the new King's Cross development.

- Explore possibilities for people to take part in opportunities at the weekend and in the evening.
- Develop a plan for promoting cultural opportunities and activities available in the borough, focused specifically on people aged over 60, informing them about the numerous museums, galleries, theatres and cinemas in Camden. For example, we will include information in letters sent to people referred to the WISH scheme.
- Ensure people aged over 50 are actively involved in the Cultural Olympiad in the build-up to the Olympic Games in 2012.
- Promote opportunities for disabled and less mobile people to access arts and culture.
- Support people aged over 50 to continue to work or find new employment, including learning new skills or developing existing skills.
- Develop a 'green gym project' consisting of twice-weekly three-hour practical conservation projects to improve physical and mental health through a programme of practical conservation activities. The sessions will be run outdoors in Camden's parks, open spaces and local nature reserves, with the opportunity to learn about nature in Camden.
- Develop walking maps to raise awareness of safe walking routes around the borough.

“ I went quietly into retirement but I seem to be busier now than when I was working. ”

# People will be as healthy, both physically and emotionally, as possible

## What has already been done?

- There are 62 Camden Active Health exercise classes in 35 venues across the borough, with an average of 400 attendances each week. The active health team is always looking for ideas for new types of classes. These have even included circus skills for people over 50.
- There are 1,340 Wellness Card holders who are over 60 in Camden.
- There are six resource centres and numerous community centres and groups across the borough, where people can drop in and take part in learning, socialising and having fun. They can also use specialist advice and advocacy services, support for carers and even in some cases get personal care.
- Camden has many services that support people's emotional needs, including counselling, talking therapies, specialist support for people from Black and Minority Ethnic backgrounds, and dementia advocacy work.
- In September 2006, 3,000 people took part in the biggest over-50s festival organised in Camden. One of the most popular attractions was the Camden health bus where people got blood pressure and other health checks.
- A carers' primary care project is working with health professionals to identify carers who may need support of their own.



- The falls care pathway has assessed and supported 731 older people and 214 older people have undertaken falls-specific exercise programmes, while 457 older people from a range of ethnic groups have participated in events to help avoid falls.
- The older men's health project provided specialised support and social groups for older men in preferred locations. The project had referred 76 men to physical activity programmes and 31 to programmes helping them give up smoking by January 2008.
- Libraries, in partnership with Camden PCT, offer books on prescription and beating the blues programmes to support mental well-being.
- Monthly health awareness workshops are available to carers.

### What Camden citizens said about being healthy

People recognised the importance of staying active and almost universally championed access to sports and physical activity as they grow older. Many had not heard of the Camden wellness card and the concessions it offers. More information about what's on offer and where to take part would help encourage more people to get active and stay active.

Health was often associated with good mental health, feeling happy and a sense of well-being. This often made activities, socialising and things to stop you feeling isolated popular. Opportunities to socialise and enjoy oneself were seen as central to good health, well-being and quality of life.

**“An active mind is as important as an active body.”**

Many fear that deteriorating health and frailty will mean the end to their independence and limit their lifestyles. Mental or physical ill-health may limit people's activities and opportunities.

The importance of screening programmes and health checks was recognised. Good, reliable and easily accessible health care was also seen as important. People who did not speak English as a first language found it particularly difficult to take up health services or check-ups, especially if they had to find someone to go with them or act as an interpreter.

Many identified the importance of alternative therapies such as massage, aromatherapy and reflexology to keep them physically and mentally well.



### What the Council and its partners will do

- Increase the number of people aged over 60 taking up free swimming, by exploring ways to provide swimming lessons and aqua sports for free.
- Increase attendance on the Active Health Programme to more than 20,000 each year
- Encourage and support people to develop a health and well-being plan for later life.
- Increase the number of people over the age of 60 with a Camden Wellness Card and encourage people to try something new.
- Develop 10 new outside gyms in open spaces around Camden.
- Provide advice and help so that people across the borough get all the benefits due to them to reduce their money worries and give them a better chance to lead a healthy active life.
- Hold an annual event for people to come together, socialise and talk about Camden issues.
- Develop specialist services through the assertive primary care project and mid-life checks for people living in the four wards in the borough with the most premature deaths from preventable diseases.
- Hold a borough dance festival to celebrate the Olympics.
- Ensure rehabilitation is provided in the community, and that all individuals and their carers (if appropriate) are involved in developing their own rehabilitation plan to achieve personal goals.
- Explore the potential of and start to use innovative ways for people to maintain their own health including the use of technologies such as telehealth and self care programmes.
- Reduce avoidable hospital admissions that result from falls.
- The Council, PCT and community and voluntary sector will work together to develop a more effective way to refer people for specialist assessments and interventions for cardiovascular disease and cancer.
- Help with stroke recovery through early and specialist rehabilitation; improve mental well-being by increasing the number of stroke clubs; fund alternative therapies such as art or massage and provide dedicated support for carers of people who have had a stroke.
- Ensure stroke survivors are informed of the support available to them by developing a Camden stroke website and providing a stroke patient handbook for people when they are discharged from an acute stroke unit.
- Work in partnership to ensure the successful delivery of the mental health care of older people strategy.
- The falls working group will work to identify the most appropriate way to target resources and raise awareness of issues around falls.

# People will feel safe and secure in their homes and communities

## What has already been done?

- Safer neighbourhood teams have been introduced in all wards. Local community groups and individuals have worked with their teams to address local crime and safety issues, through events, forums and discussions.
- Camden's WISH referral scheme aims to improve the health and well-being of vulnerable Camden residents. It co-ordinates referrals to increase the provision of health, safety and security measures in the home, and the take-up of benefits.
- A series of campaigns have been developed, raising people's awareness of issues such as distraction burglaries, road safety and safer neighbourhoods.
- Safe as Houses is a partnership between the Council, the London Fire Brigade, the police and a range of partner agencies. In 2007/08 more than 2,800 home fire safety visits were made in Camden. These visits include the installation of free smoke detectors that have batteries lasting up to 10 years.
- In 2007/08, Safe as Houses installed free home security equipment for 562 Camden households where residents were aged over 60 or disabled.
- Safe as Houses was publicised at 40 community events and festivals in 2007/08 to show the range of ways that residents can increase home safety and security.

“ I want to be safe and secure at home as well as out in the street when shopping. ”

## What Camden citizens said about feeling safe

Fear of crime and concerns about antisocial behaviour often dominated people's thoughts on safety in their community. Many said they were scared to go out at night because of what might happen to them. Street lighting, invisibility of police and community safety officers and concerns about the behaviour of young people were often given as reasons why people felt unsafe.

Although many acknowledged that often people's fear was unsubstantiated, many also emphasised that they wouldn't be intimidated or made to feel unsafe. They were keen to impress this message on other people and encourage them to feel more confident. One suggestion about helping people to feel more confident about their own safety was having more opportunities to meet community safety officers. An idea was that police or community safety officers should regularly go to where people meet so they can hear the latest concerns and relieve people's anxieties.

Other safety issues included the level of antisocial behaviour on public transport, especially buses. Dangerous pavements, road crossings and other public highways issues affected people's sense of safety and security when they were out and about. It was also suggested that the prevention of elder abuse and appropriate reporting mechanisms be included in the new strategy.



### What the Council and its partners will do

- Raise awareness and prevention of elder abuse, increasing the reporting of instances and ensuring there are appropriate systems to deal with them.
- Continue to make best use of community safety resources such as street wardens, reassuring and supporting people's concerns about antisocial behaviour.
- Develop initiatives to reduce people's fear of crime, working with the community safety team and the police service.
- Continue to develop and deliver a programme of intergenerational work to promote greater understanding between the generations.
- Reduce people's fear and experience of antisocial behaviour and crime when using public transport.
- Increase the number of older people who feel safe enough to go out at night.
- Develop a promotional campaign to reduce fear of crime.
- Continue to provide free home security checks and equipment for people who are aged over 60 or disabled, under the Safe as Houses scheme.
- Offer the Safe as Houses security equipment to all eligible residents referred via WISH Plus, subject to sufficient funding. Clients will each get a telephone call to explain the service and encourage them to accept the free service.
- Encourage all clients referred to WISH Plus to have a free home fire safety visit, which ensures that they know how to reduce risks from fire.

# People will feel supported when they need to

## What has already been done?

- Community and voluntary sector organisations provide a wide range of support services and opportunities in neighbourhoods.
- The new information and access service in adult social care has made it easier for people to ask for advice and support.
- A consultation on the future housing and support needs of the over-50s in Camden took place in April 2008.
- Camden's first extra-care sheltered housing scheme opened in 2007, at Swiss Cottage.
- A range of new services to support older people with mental health needs have been created, including a memory assessment service and improved counselling through two talking therapies services, for people who have dementia and people from BME communities.
- The target of achieving £1.5 million in additional benefits for older people has been surpassed by almost £400,000 as a result of partnership working across the Council, community and voluntary sector.
- A new project has been developed to enable people to manage their money, open bank accounts and use electronic services such as the new Age Concern Camden shopping service.
- Camden has opened an assistive technology suite to show how equipment can support people and their carers at home.

## What Camden citizens said about feeling supported

Practical help with repairs and small maintenance tasks was extremely important for people, helping them stay in their own homes and manage their lives. People reiterated the need for prompt, professional and polite support when they needed it.

Financial insecurity and money worries – especially not being able to afford the support they would like – have a detrimental impact on many people's quality of life.

Appropriate housing, where they were able to get around and get in and out easily, would improve people's quality of life.

For many, local community centres and cultural centres are the main source of support and services. This is particularly so for people from BME communities. The centres not only provide social activities but also support, advice and help with everyday problems. Community and cultural centres are often the places where people find out about and use services – and they are the places that they most trust.

“People's dignity is very important – the right to courteous professional help, with the right to complain if necessary.”



### What the Council and its partners will do

- Deliver the Homes for Older People project, providing two new care homes, more extra-care sheltered housing and a new Charlie Ratchford resource centre by 2014.
- Obtain an extra £1.5 million pounds for individuals across the borough through welfare rights and income maximisation work.
- Develop 200 new extra-care sheltered housing places in the borough.
- Provide housing and support services to enable people to live in their own homes for as long as possible.
- Increase people's use of assistive technology and telehealth.
- Commission a handyperson service for people in all housing tenures across the borough, providing repairs, adaptations, home security advice and gardening.
- There will be further development of the carers' information strategy so that carers are able to access information at key points in their 'caring life'.

# People will have choice, independence and control

## What has already been done?

- The older people's reference group has more than 700 members, regularly taking part in consultations and other activities and getting information about opportunities.
- Approximately 1,000 people took part in the first consultation on the development of new care homes, extra-care sheltered housing and a new Charlie Ratchford Resource Centre. Two hundred people have remained involved and are helping with the design of the new buildings and helping the Council decide who should build and manage the new care homes.
- Residents have begun to have some control over how services are commissioned, delivered and evaluated. KOVE has developed a partnership with home care commissioners and providers to oversee the delivery of home care, including producing a DVD of service users' experiences, that can be used in training care staff.
- A group of residents, including carers, took part in deciding which company should get the new home care contract for people with dementia.
- A range of advocacy and dementia advocacy support, offered by various organisations, helps people exercise choice and control over their own life.
- Service providers and deliverers have prioritised the importance of working with people as individuals and providing support according to people's own expectations and needs.

“It's at the official end that attitudes need to change so that we don't write off the opinions of older people. Address this from within the Council and the rest will follow.”

## What Camden citizens said about having choice, independence and control

Some respondents said they want personalised packages of health and social care support that meet their needs and lifestyles – for example, alternative therapies or different kinds of support from those usually offered. Those who were unable to get out wanted more services in their own homes. For example, one person who wanted to continue to take part in physical activity suggested a personal trainer visit them at home. Regular contact with professionals from health and social care services would help people feel more supported and less anxious about coping on their own.

It was suggested that working with groups that support the most vulnerable would make sure the voice of those people was heard.

The idea of pre-retirement was raised, not only to encourage people to think about their finances but also to develop plans and networks for themselves after they have finished paid work. For many people, this was about promoting the positives of ageing. This included dispelling some of the myths of ageing and encouraging people in their 50s to meet people who had already retired or experienced more advanced life stages.

Involvement in decision-making, particularly having some control over the decisions that affect people's lives, was seen as important.

Some suggested the whole community should be involved in planning services for people as they get older. Lots of people felt that they were already very involved in decision-making. However, others suggested that internal processes and officers needed to reflect more of a partnership approach with citizens if this approach is to work successfully.



### What the Council and its partners will do

- Develop and implement the new personalisation agenda, a new approach to providing care services, ensuring people have choice and control over the service they receive.
- Ensure people are aware of and get involved in the new personalised care service development.
- Involve and consult residents appropriately as an essential part of shaping new services.
- Continue to offer pre-retirement financial advice courses across the borough and develop opportunities for mid-life preparation for retirement.
- Keep addressing public access issues that affect people's independence, such as pavements, public toilets and public transport.
- Ensure people are fully involved and engaged in the development of the Homes for Older People Programme.
- Offer a benefits check to all older people referred to WISH Plus. This service is being funded initially by Camden PCT.

# How we're going to get there

Camden and its partners have demonstrated a long-term commitment to the well-being of residents over 50. This document describes the next phase of that work.

**The commitment remains the same: that the Council, the community and voluntary sector, and other statutory providers will work together with Camden residents to deliver this plan.**

## The promise is that the partnership will:

- **Work together** – organisations and service providers will work together to provide excellent services
- **Listen and respond** – citizens will be involved in developing services, planning initiatives and influencing decision-making
- **Stand in the shoes of older citizens** – understand how it feels for those getting services and what life is like for them
- **Be fair** – equal and unbiased provision of opportunities and services for all
- **Be friendly** – opportunities and services must be welcoming, polite and pleasant to use
- **Be simple** – opportunities will be made simple to access and take advantage of



- **Enable** – People will be encouraged and supported to live independently wherever possible, doing more for themselves, their family and the community
- **Recognise difference** – we will recognise that as different people age they will have different experiences and may be at very different life stages, with different needs and expectations.

## And always remember . . .

- **Fun** – above all, citizens have told us they want to lead exciting, healthy, active and enjoyable lives.

# How to find out more

## More information

If there is anything in this strategy that you would like more information about, please call the promoting independence group on 020 7974 4523 or 020 7974 3247

email: [promoting.independence@camden.gov.uk](mailto:promoting.independence@camden.gov.uk)

write to:  
the promoting independence group  
79 Camden Road  
London NW1 9ES

look for a copy of 'Getting on in Camden' in your local library or resource centre.

or go to:  
[camden.gov.uk/olderpeople](http://camden.gov.uk/olderpeople)

Lots of other work going on will influence opportunities or services in Camden. For more information about borough-specific strategies, please refer to:

- Camden together – Camden's sustainable community strategy
- Mental health care of older people strategy
- Review of Camden Carers' Strategy 2007-2010
- Camden's Olympic strategy
- Camden's corporate plan
- Camden local area agreement
- Community safety partnership strategy, CamdenSafe 2008-11
- Children and young people's plan

For more information about other strategies, see also:

- The Mayor for London's transport policy
- National stroke strategy

This strategy is dedicated to the people who helped get us to where we are today, whose commitment and conviction following the lonely death of Mrs Hutchins got this work started so many years ago, but who didn't get to see it completed.

We thank them for spurring us on and remember their vision as we go forward into the next phase of work.

## In memory of:

**Bill Budd** –  
Camden's first Older People's Champion.

**Renee Mackay,  
Kathleen Dermody  
and Frank Stone** –  
founding members of the vulnerable older people project and local activists and campaigners for older people's issues.

If you would like ‘A borough of opportunity for people in their 50s and beyond’ in another language, please tick the relevant box, fill in your address below, and send a copy of this form to the address at the bottom of the page. You do not need to use a stamp.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please send me ‘A borough of opportunity for people in their 50s and beyond’ in my language which is

\_\_\_\_\_

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Promoting independence group  
Housing and adult social care  
London Borough of Camden  
79 Camden Road  
London NW1 9ES

Tel: 020 7974 4523/3247

Fax: 020 7974 5741

Email: [promoting.independence@camden.gov.uk](mailto:promoting.independence@camden.gov.uk)

[camden.gov.uk](http://camden.gov.uk)

#### **Bengali**

আপনি যদি *A borough of opportunity for people in their 50s and beyond* নামের লিফলেটের আপনার ভাষায় অনুবাদ করা একটি কপি চান, তাহলে অনুগ্রহ করে প্রয়োজ্য বাঞ্ছা টিক চিহ্ন দিন, বাম পাশে আপনার ঠিকানা লিখুন, এবং এ ফর্মের একটি কপি এই পাতার নীচের ঠিকানায় পাঠিয়ে দিন।

#### **Chinese**

如果您希望獲取一份 *A borough of opportunity for people in their 50s and beyond* 小冊子的您的母語翻譯件，請在方框中打鉤，並在左邊填上您的地址，然後將一份該表格郵寄至本頁底部所述地址。

#### **French**

Pour obtenir un exemplaire de *A borough of opportunity for people in their 50s and beyond* traduit dans votre langue, veuillez cocher la case correspondante, indiquer vos coordonnées à gauche et envoyer une copie de ce formulaire à l'adresse indiquée en bas de la page.

#### **Greek**

του φυλλαδίου *A borough of opportunity for people in their 50s and beyond* μεταφρασμένο στη δική σας γλώσσα, επιλέξτε το πλαίσιο, συμπληρώστε τη διεύθυνσή σας στην αριστερή πλευρά και στείλτε ένα αντίτυπο αυτής της φόρμας στη διεύθυνση που εμφανίζεται στο κάτω μέρος της σελίδας.

#### **Somali**

Hadii aa rabto nuqul ka mid ah *A borough of opportunity for people in their 50s and beyond* oo afkaaga hooyo laguugu turjumay fadlan sax sanduuqa kuna buuxi cinwaankaaga dhinaca bidix, una soo dir foomkan nuqulkiisa cinwaanka hoos ku qoran.

#### **Spanish**

En caso de que desee una copia de *A borough of opportunity for people in their 50s and beyond*, traducida a su propio idioma, marque la casilla, cumplimente su dirección a la izquierda, y envíe una copia de este impreso a la dirección que figura en la parte inferior de la página.