



CABINET MEMBER - ADULT
CARE AND PUBLIC HEALTH

COUNCILLOR CHRIS JONES

CABINET
MONDAY 25 JANUARY 2016

WIRRAL PLAN: A 2020 VISION -
UNDERPINNING STRATEGIES: AGEING
WELL IN WIRRAL

Councillor Chris Jones, Cabinet Member - Adult Care and Public Health, said:

“Older people are a huge asset to Wirral; their skills, experience and knowledge provides invaluable, often life-changing, support to communities and residents every day. This strategy is about making sure our older residents are recognised for the contribution they make, and about making sure that they are supported to live independently, comfortably and in the knowledge that services in Wirral are ready to provide a joined up, effective service to help them whenever they need it.”

REPORT SUMMARY

The Wirral Plan: A 2020 Vision sets out a shared partnership vision to improve outcomes for Wirral residents. Delivery of the priorities and outcomes described in the Plan are underpinned through the development and implementation of a set of key strategies and a Delivery Plan.

This report provides Cabinet with the Ageing Well in Wirral strategy; a key strategic document which articulates ambitions related to the Wirral Plan People Priority:

“Wirral is a place where the vulnerable are safe and protected, every child gets a good start in life and older residents are respected and valued”.

This matter affects all Wards within the Borough and is therefore a key decision.

RECOMMENDATION/S

Cabinet is requested to approve the Ageing Well in Wirral strategy which is appended to this report.

SUPPORTING INFORMATION

1.0 REASON/S FOR RECOMMENDATION/S

- 1.1 The Ageing Well in Wirral strategy has been developed to deliver the Wirral Plan pledge for Older People to live well.

The strategy has been developed with residents, partners and stakeholders to ensure that there has been extensive engagement in the development of the strategy and its priority areas.

2.0 OTHER OPTIONS CONSIDERED

- 2.1 No other options have been considered.

3.0 BACKGROUND INFORMATION

- 3.1 A five year Wirral Plan received unanimous approval at the meeting of full Council on the 13th July 2015 and has been adopted by all strategic partners from the public, private and third sectors.

The plan contains twenty pledges to be achieved by 2020; the first of the pledges under the people theme is to enable older people to live well in Wirral and sets out the following commitment:

We will support older people to live independently in their homes and help prevent social isolation. We will seek ways to show we value the experience and knowledge of older people and encourage more volunteering and mentoring opportunities within our communities.

The Ageing Well strategy is the first of its kind for Wirral and its purpose is to positively improve the lives of Wirral residents as they grow older, and to encourage them to take positive action to plan for their later lives. This includes planning for retirement and taking action now to improve their health and wellbeing.

The strategy has been developed through a partnership steering group chaired by the Chief Executive of Community Action Wirral and includes a set of partnership actions to be delivered over the course of the five year strategy. The strategy will be reviewed on an annual basis with regular performance reporting taking place through appropriate governance arrangements.

4.0 FINANCIAL IMPLICATIONS

- 4.1 The projections show that Wirral has an increasingly ageing population and this demographic change brings increased demand for services whilst costs continue to rise. The Ageing Well in Wirral Strategy will see the public, private and voluntary sectors working ever more closely together to ensure the best outcomes for the residents of Wirral from the available resources.

As projects to deliver the strategy are developed the financial implications will be identified as part of the project plan.

5.0 LEGAL

5.1 There are no legal implications arising directly from this report. As projects to deliver the strategy are developed the legal implications will be identified as part of the project plan.

6.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS

6.1 The Ageing Well in Wirral strategy will be co-ordinated in partnership by existing staff resource. Any additional resource requirements will be identified as a detailed delivery plan is developed.

7.0 RELEVANT

7.1 The Corporate Risk Register will be refreshed in line with the new Wirral Plan developments to ensure that any risks to delivery are understood and mitigating actions are put in place as appropriate.

8.0 ENGAGEMENT / CONSULTATION

8.1 The Ageing Well in Wirral strategy has been developed through a partnership steering group and has been subject to wider consultation with residents, partners and other stakeholders through the development of the strategy.

A stakeholder event took place in November 2015 and the feedback from the event has been used to inform the final draft of the strategy.

9.0 EQUALITY IMPLICATIONS

9.1 The potential impact has been reviewed with regard to equality and the impact assessment can be found at:

<https://www.wirral.gov.uk/communities-and-neighbourhoods/equality-impact-assessments>

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APPENDICES

Appendix 1 – Ageing Well in Wirral Strategy

REFERENCE MATERIAL

All reference material is contained within the strategy appended to this report.

SUBJECT HISTORY (last 3 years)

Council Meeting	Date
Not applicable	