

THE ROYAL BOROUGH OF KENSINGTON AND CHELSEA**CABINET - 28 SEPTEMBER 2006****REPORT BY THE DIRECTOR OF HOUSING, HEALTH AND ADULT
SOCIAL CARE****A JOINT OLDER PEOPLE'S STRATEGY FOR KENSINGTON AND
CHELSEA 2007 - 2017**

Members of the Cabinet are asked to agree the Joint Strategy, and to champion the approach it sets out. This is the first time that the Primary Care Trust and Council have set out their commissioning priorities for older people's services within a broader context of promoting well-being and citizenship for all older people in the Borough.

FOR DECISION**1. INTRODUCTION**

The Cabinet is requested to agree this Joint Strategy. The Primary Care Trust Board is being asked to do the same at its meeting on 26 September.

2. BACKGROUND

The Strategy sets out the Council and Primary Care Trust's joint commissioning priorities for older people's services from 2007 – 2017. The priorities were developed during workshops with stakeholders, and other consultation events between April and August 2006.

3. NEED

The Council and the Primary Care Trust have for some time acknowledged the need to develop a joint strategy that takes a wider approach to the well-being of older people than previous documents, which have dealt solely with health and social care projects.

4. CONSULTATIONS

One feature of developing the Strategy has been the very positive engagement of a wide range of stakeholders, including older residents. Implementation is seen as an opportunity to build on that enthusiasm. The priorities were developed during workshops with stakeholders, and other consultation events between April and August 2006.

A list of those who attended the Strategy events is included in Appendix Three of the Strategy.

The Joint Health Partnership Board considered the Strategy on 11 September 2006, and some final amendments have been made to incorporate comments made on that occasion.

5. OPTIONS

The process of developing the Strategy allowed for a great deal of discussion about the future shape of older people's services, and the priorities arose from wide-ranging debate about what those options might be.

6. FINANCIAL IMPLICATIONS

There are none. Any service developments will take place within existing resource limits.

7. LEGAL IMPLICATIONS

There are no legal implications.

8. PERSONNEL IMPLICATIONS

There are no personnel implications at this stage. However, to effectively implement the Strategy there may be a need in future to review in conjunction with the Personnel Department and in consultation with the unions, the way in which employees currently deliver services in order to promote a more innovative and flexible approach.

9. EQUALITIES IMPLICATIONS

The entire Strategy is based on meeting the needs of the Borough's diverse group of older residents and celebrating that diversity. The Strategy draws on demographic data about deprivation, ethnicity, age, ill health and housing conditions, and sets out the effects that

each of these factors have on older people's quality of life and how the resulting inequalities will be addressed.

10. RECOMMENDATION(S)

It is recommended that Cabinet agree this Strategy.

**JEAN DAINTITH
EXECUTIVE DIRECTOR FOR HOUSING, HEALTH AND ADULT SOCIAL
CARE**

Contact officer: Fran Pearson, Older People's Partnership Manager, 020 7361 2381, fran.pearson@rbkc.gov.uk