

Report to Adult Social Care Partnership Board

Joint Report by Head of Business Support and Workforce Development and Chair of Older People's Partnership Action Group

Looking Forward to the Future: A strategy for the 50+ population of Sunderland DRAFT

1. Purpose of the Report

- 1.1 The purpose of the report is to present to the Board a draft of Looking Forward to the Future: A strategy for the 50+ population of Sunderland.

2. Background

- 2.1 Phase 1: Looking Forward to the Future: A well-being strategy for the 50+ age group 2007-2010 was developed by Sunderland City Council, focusing on the Council's role, as a community leader, as a deliverer and commissioner of services and as a major employer. The strategy sets out what the city has already achieved alongside identifying ambitious aims to make a positive difference for people aged 50+ living in the city over the next 3 years.
- 2.2 The Strategy was endorsed by Cabinet in March and approval was given that the Older People's Partnership Action Group (OPPAG) be responsible for Phase 2 which was to produce a multi-agency citywide strategy. A working group was established to develop the strategy led by the Director of Age Concern, as Chair of OPPAG and the lead for the Directorate is Pauline Blyth, Head of Business Support and Workforce Development.

3. Looking Forward to the Future: A strategy for the 50+ population of Sunderland

- 3.1 Looking Forward to the Future: A strategy for the 50+ population of Sunderland is being developed to provide a framework for partners across the city to work together to recognise and respond to the demographic and social changes taking place within the city and ensure that Sunderland is a city where people can age positively. The strategy complements the Sunderland Strategy and aims to ensure that people aged 50+ are integral to achieving the vision for Sunderland.
- 3.2 The strategy sets out a vision that by 2025 Sunderland will be an age friendly city where all people aged over 50 are valued, respected and empowered. They will have the opportunity to contribute to the social, cultural and economic life of the city and to fulfil their aspirations for a full, healthy, safe and prosperous life. Later life will be a time of opportunity, even for the most vulnerable, where people can exercise choice and control to live a full and happy life.

- 3.3 To achieve the vision 9 priorities have been identified. These priorities have been developed by working with older people to identify the issues that are important to them.

Aim 1: Prosperous City

50+ Strategy priority: Economic well-being

Aim 2: Healthy City

50+ Strategy priority: Healthy ageing and well-being

50+ Strategy priority: Housing

Aim 3: Safe City

50+ Strategy priority: Fear of Crime

Aim 4: Learning City

50+ Strategy priority: Training and Lifelong Learning

Aim 5: Attractive and Inclusive City

50+ Strategy priority: Age Friendly City

50+ Strategy priority: Intergenerational living

50+ Strategy priority: Social and cultural opportunities

50+ Strategy priority: Making a positive contribution

It is aimed that the strategy will be complete and ready to be launched by the end of the year/early 2009.

4. Recommendations

- 4.1 The Board are requested to receive the draft strategy for information/comment.

Joanne Thynne
November 2008