

Title Page

Title: Draft Corporate Older People's Wellbeing Strategy

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Foreword

- 1 We are both delighted to endorse this Corporate Older People's Wellbeing Strategy which establishes our commitment to develop services which meet the needs and aspirations of older people in the borough and show where we want to be in the next five years.
- 2 Older people have been made a priority in Brent's Corporate Strategy 2006 – 2010. The strategy states that one of our priorities is to, "develop an integrated strategy to address the full range of older people's needs including care services, leisure activities, inclusion and choice." It is our responsibility to develop the older people's strategy and ensure that older people are made a priority by the authority.
- 3 We are seeking new ways of working due to changes in demography and the profile of older people, advances in technology, older people's rising aspirations and growing needs. We face the challenge of ensuring that there is strategic planning, coordinated service delivery and a joined up approach to service delivery. We aim to link strategic planning and operational service delivery, introduce innovative and proactive approaches to prevention, user involvement, needs analysis, information and communication, performance monitoring and evaluation, effective use of resources and the role of voluntary and community sector organisations in delivering services for older people.
- 4 We have opted for an integrated approach which will ensure the mainstreaming of older people across all services and partner agencies in the borough. We will work together to prove officer and member collaboration in achieving this and with all stakeholders to ensure continuous improvements to services for people aged 50 and over.
- 5 We want to thank older people, officers across statutory and voluntary organisations for their contributions to developing this strategy. We will continue to be open-minded and provide the necessary leadership for this strategy to make a difference to older people and the services provided to them.
- 6 We look forward to working with you to realise the aims of this strategy and to ensure that it makes a difference to the wellbeing of people aged 50 and over who live in Brent. We hope that together, we will achieve the outcomes which we have agreed and set out in this strategy.

Councillor Colwill

Lead Member, Adults, Health and Social Care

Martin Cheeseman

Director of Housing and Community Care

Introduction

- 7 This is Brent Council's **Corporate Older People's Wellbeing Strategy**. It covers a five year period from 2007 – 2012. The strategy has been produced against a background of continuous improvements in services to older people across the borough. We hope to build on the improvements and bring added value to the delivery of cross-cutting older people's services.
- 8 The strategy prioritises the engagement, independence, quality of life and wellbeing of people aged 50 and over who live in the London Borough of Brent. We hope to achieve a coherent and co-ordinated range of activities for people aged 50 and over. The strategy has been informed by older people's needs and sets out the shared outcomes which will be achieved over the period. The mission statement at the beginning of the strategy sets out this aim.
- 9 The five overarching goals of the Corporate Older People's Wellbeing Strategy cover the strategic, prevention, engagement, partnerships and information management domains. The goals will ensure that there is joint strategic planning, shared goals, outcomes and linkages between strategies. The focus will be on shifting service delivery from acute cases to preventative approaches which impact on Older People's wellbeing. We will introduce innovative approaches to engagement and partnership arrangements to deliver the wellbeing agenda. Lastly, we will manage information to support this design and pioneer a new methodology which will tackle the issues facing people aged 50 and over in Brent.
- 10 The objectives of the strategy have been developed from the above goals. The objectives aim to tackle the issues Older People have told us are of concern to them. We identify 10 objectives which will ensure that services for people aged 50 and over are delivered within a strategic framework of the Council Wide Strategy for Older People Group and Brent Better Government for Older People Forum. The objectives will shift the focus to preventative services by promoting a range of activities which promote an active life and enable informed decision making about choices, lifestyle, greater cohesion and inclusion, eradicate stigma and age discrimination, learning, advice and consultation.
- 11 The strategy has been informed by national and local policy. The key influences are legislation, a range of policy documents from the Government and the needs of older people. The Local Government Act 2000 gives local authorities the power to promote the wellbeing of residents. Government policy documents such as the Local Government White Paper 2006, *Strong and Prosperous Communities*, The Health and Social Care Green and White Papers *Independence, Wellbeing and Choice* and *Our health our care our say* and The Health White Paper *Choosing Health* have greatly influenced this strategy. Local strategies which impact on the wellbeing of Older People such as health, sport, older people's housing, adult learning, crime and disorder, culture and the Partnership for Older People Project are presented in view of linking these to the strategy and to meeting the needs of all older people throughout the borough.
- 12 We undertook a strategic needs mapping, reviewed the services available to older people in the borough and profiled the issues most pertinent to older people. We analysed the "Life Starts at 50" survey which was undertaken in part to identify and prioritise the needs of older people. We identify the range of services which impact

on the wellbeing of older people. There are a wide range of services available in the borough for people aged 50 and over. Were there are gaps and underperformance, the strategy will propose how these will be addressed. This is done in the action plan where we translate the objectives into outcomes and actions which will be delivered within defined time scales. We also identify leads to ensure successful implementation of the strategy.

- 13 We are faced with difficult decisions, limited resources, rising needs and expectations from older people. Budgetary constraints both within the Local Authority and Partner agencies mean that we will endeavour to effect the necessary changes within a tied budget. We aim to ensure best use of resources and achieve a great impact by shifting resources from treating sickness to preventing ill health and promoting well being.
- 14 The final part establishes an evaluation, monitoring and reporting framework for the strategy. On an ongoing basis, we will evaluate the strategy to ensure that it has achieved what we intended at the onset. We will produce quarterly reports to the Corporate Management Team and undertake an annual survey of Older People. We hope to make a real difference with this strategy.

Mission Statement

- 15 Brent Council and its partners are committed to providing high quality services which prioritise the engagement, independence, wellbeing and a high quality of life of people aged 50 and over who live in Brent.

Goals

- 16 The goals of the Corporate Older People's Wellbeing Strategy are two fold. Firstly, they reflect what statutory, voluntary and community organisations in Brent will do in order to meet the needs and aspirations of older people. Secondly, they set out the outcomes which will be achieved for older people by the strategy.
- 17 The goals have been refined in discussions with all stakeholders. The Corporate Management Team (CMT) gave their go ahead to the strategy development and implementation. We liaised with Departmental Management Teams (DMT) and officers across statutory and voluntary organisations. The Pensioner's Consultative User Forum and older people across the borough have contributed at every stage of the development of this strategy.
- 18 The strategy will seek to achieve the following agreed goals:
 - Ensure **strategic planning** to achieve better outcomes for people aged 50 and over.
 - Provide better **information** to enable people aged 50 and over to make informed decisions about their lifestyles.
 - Enhance **preventative** services which promote the wellbeing of people aged 50 and over.

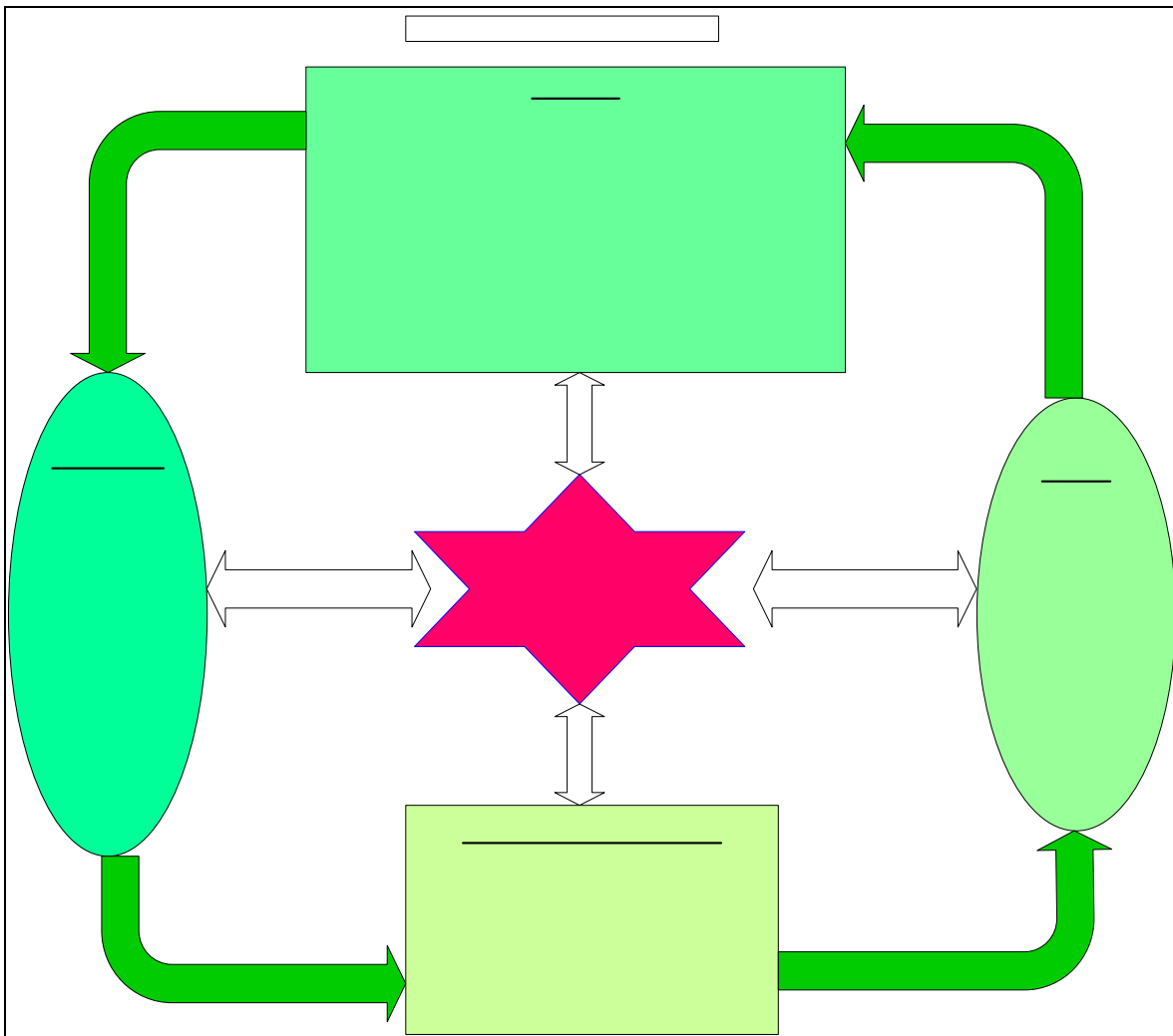
- **Engage** people aged 50 and over in a range of activities which promote a high quality of life.
 - Work in **partnership** with all stakeholders to ensure better outcomes for people aged 50 and over.
- 19 We will ensure that services for people aged 50 and over are planned jointly and co-ordinated, preventative and delivered in partnership with all stakeholders. We will continue to meet the critical needs of vulnerable, frail older people but aim to shift the focus to preventative services to maximise the long term benefits that accrue.
- 20 We will do this by improving information to and communication with older people to enable them make informed decisions about living a healthy and active lifestyle. We aim to support, signpost and improve older people's access to services and ensure a coherent and coordinated borough wide approach which assist older people to take personal responsibility for their lifestyle choices.
- 21 We will prioritise the engagement of older people by promoting active citizenship. We will ensure that older people are involved in policy, planning and decision making by ensuring that the ideals of Better Government for Older People are embedded in the wider wellbeing agenda.

Objectives

- 22 The objectives of the strategy which aim to deliver better outcomes for older people are:
1. **Greater cohesion and inclusion:** Ensure older people benefit from a range of activities to promote greater cohesion and inclusion.
 2. **Equality:** Ensure stigma and age discrimination are eradicated and older people treated as individuals, with dignity and respect.
 3. **Diversity:** Seek the representation of all ethnic backgrounds and community groups to meet diversity standards.
 4. **Environment:** Ensure older people benefit from a clean, safe, healthy and accessible environment.
 5. **Health:** Improve the range of activities that promote a healthy lifestyle, prolong life and reduce health inequalities.
 6. **Economic:** Ensure the economic wellbeing of older people
 7. **Social:** Older People support each other and are supported to live at home in the community.
 8. **Learning:** Enable older people to learn new skills and keep abreast with literacy, life skills and technology
 9. **Advise:** Older People act in an advisory capacity and share experiences.
 10. **Consultative:** Establish an Older People's consultative mechanism.

Strategy Framework

- 23 We have devised the framework below to illustrate the key tenets of the strategy and what will be achieved. The diagram illustrates the environmental influences, the inputs, outputs and outcomes which we hope to achieve to ensure the wellbeing being of people aged 50 and over in the borough.



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National and Local Policy Context

- 24 Some of the key national policies which have a bearing on the strategy are the Local Government Act 2000, The Local Government White Paper 2006, *Strong and Prosperous Communities*, The Health and Social Care White Paper, *Our Health, our care, our say: a new direction for community service*, and The National Ageing Strategy, *Opportunity Age- meeting the challenges of ageing in the 21st century*. These are discussed in greater detail below.
- 25 The Local Government Act 2000 (Part 1) creates a new discretionary power for local authorities to do anything they consider likely to promote or improve the economic, social or environmental well-being of their area. The power came into force on 18 October 2000. This power is designed to ensure that:
- Councils are empowered to lead their communities
 - Councils' political decision-making processes are efficient, transparent and accountable
 - There is continuous improvement in the efficiency and quality of the services for which councils are responsible
 - Councils actively involve and engage local people in local decisions, and
 - Councils have the powers they need to ensure that they can promote and

Outcomes
Greater Cohesion
inclusion

improve the well-being of their areas and contribute to sustainable development.

26 In October 2006, the Government published the Local Government White Paper, *Strong and Prosperous Communities*. It aims to create strong and prosperous communities, deliver better public services through a rebalancing of the relationship between central and local government and local people. It aims to give local people and communities more influence and power to improve their lives. People will be given control over their lives, consulted and involved in running services, informed about the quality of services in their area and enabled to call local agencies to account if services fail to meet their needs. The participation of local citizens and communities will be secured through a legal framework and local people will receive information about service standards and use the new community call for action to demand answers. Community cohesion and the power of well-being will be extended.

27 Volume 2 of *Strong and Prosperous Communities* sets out how the proposals in Volume 1 will be tackled by partners. The challenges are community safety, health and well-being, vulnerable people, children, young people and families, economic development, housing and planning, climate change and the role of the third sector. The overarching focus is on the following area:

- The leadership (strategic) role of local authorities
- Partnerships, joined up working
- Linked and integrated strategies – Community Plans, Local Area Agreements
- Preventative and early intervention
- Citizens participation, user satisfaction and involvement in design, delivery, assessment and decision making, overview and scrutiny, coordinated consultations
- Information on local services
- Third sector involvement and community capacity
- Shared outcomes, jointed targets, single budgets and joint commissioning and planning arrangements
- Single performance framework and indicators
- Tackling disadvantage, discrimination and promoting equality and diversity
- Innovative, responsive and proactive services
- Skills, training, employment
- Whole system approach involving transport, housing, planning
- Service improvement, inspection, cost effective service delivery

28 The White Paper, *Our Health, our care, our say: a new direction for community services* sets out the framework to develop a health and social care system which meets the needs of people in the 21st century. It confirms the vision set out in the Green Paper, *Independence, Well-being and Choice*. The key themes of the visions are:

- Improved health
- Improved quality of life
- making a positive contribution
- Exercise of choice and control
- Freedom from discrimination or harassment
- Economic well-being

- Personal dignity
- 29 Chapter 2 of The Green paper *Independence, Wellbeing and Choice*; Enabling health, independence and well-being includes commitments to promote health and well-being in old age by promoting higher levels of physical activity in the older population, reduce barriers to increased levels of physical activity, mental well-being and social engagement among excluded groups of older people and to continue to increase uptake of evidence-based disease prevention programmes among older people. It goes further to outline that reforms should put people in control, engage citizens and respond to their concerns, better access to community services, high quality information and partnership working. The vision has greatly influenced this strategy.
 - 30 *Opportunity Age- meeting the challenges of ageing in the 21st century* is the Government's strategy for an ageing society. It aims to end the perception of older people as dependent; ensure that longer life is healthy and fulfilling; and that older people are full participants in society. Changes in demography, life expectancy, expectations and the consequences of these call for changes in three main areas; work and income, active ageing and services. It also sets out what must be done in order to deliver the strategy.
 - 31 *Choosing Health; Making Healthy choices easier*, is the government's public health White Paper. It proposes a new approach to the health of the public under the principles of informed choice, personalisation and working together. The overarching priorities of the strategy are:
 - Reducing the number of people who smoke
 - Reducing obesity and improving diet and nutrition
 - Increasing exercise
 - Encouraging and supporting sensible drinking
 - Improving sexual health; and
 - Improving mental health
 - 32 The *National Service Framework for Older People (NSF)* sets out a programme of action and reform to improve standards of care, extend access to services, ensure fairer funding of long term care, develop services which support independence and help older people to stay healthy. The targets aim to improve the quality of life of older people and ensure the delivery of higher quality services for older people.
 - 33 Standard 8 of the NSF specifically relates to the promotion of health and active life in old age. This will ensure that the health and wellbeing of older people is promoted through a coordinated programme of action led by the NHS with support from councils. The key issues to be addressed are mental health, falls, strokes and ensuring that older people remain healthy, active and independent of the need for support from services.
 - 34 Key national policies which relate to citizen's engagement and participation are of relevance to this strategy. Of particular importance is the Office of the Deputy Prime Minister's *Citizen Engagement and Public Services: Why Neighbourhoods Matter*. The main focus is for people to shape the local public services they receive and become more involved in the democratic life of their community, creating sustainable communities and improvements to public services and re-engagement

with the democratic structures at local level.

- 35 At the local level, Brent Council Community Strategy and other local strategies which relate to health, housing, physical activity and sports, crime and community safety, adult education, environment and transport are linked to the strategy. The Council will work with its partners to deliver the above which clearly fit with Brent's Sustainable Community Strategy 2006 – 10. Partners for Brent have created a vision which will ensure "a prosperous and lively borough full of opportunity and welcoming to all. A place that will thrive for generations to come, whose future will be determined by local people". The key focus of these among others will be:
- A borough of opportunity
 - A great, green, clean and safe place
 - Local employment and enterprise
 - Health and wellbeing
 - An inclusive community
 - Support when you need it
- 36 We hope to achieve the above through the Corporate Older People's Wellbeing Strategy which link with other departmental strategies. The Older People's Housing Strategy 2003 – 08 aims to:
- Offer quality and choice of housing across all tenures and appropriate housing support to the older people of Brent to enable independent living.
 - Offer an overarching housing strategy for older people.
 - Link into the health and social care strategies of the Primary Care Trust and Social Services particularly the Local Delivery Plan and the Joint Commissioning Strategy.
- 37 The purpose of the Joint Commissioning Strategy for Older People 2004 – 2009 is to provide a direction and ensure a planned and co-ordinated approach to services according to the needs of older people. This will be provided in partnership with local agencies and meet identified gaps and improve them. The vision ensures that older people in Brent will enjoy an independent, active and healthy life, in a safe environment in the community. If health and/or local authority services are required, they will be provided, in partnership with local people and the independent sector. The commissioning intent among others ensures an integrated whole systems approach to service delivery, the promotion of wellbeing, empower older people thorough Brent Better Government for Older People, partnership working, access to leisure activities, life-long learning, transport, and health care services.
- 38 The Strategy for Sports and Physical Activity in Brent 2004 – 09 outlines how sports and physical activity can improve quality of life and contribute to health improvement, education and life-long learning, crime reduction and community safety, social inclusion and community cohesion, regeneration and improvements to the environment. Of the six key themes developed within the Strategy, five of them are relevant to ensuring that residents reap the benefits of increased physical activity. These are:
- Promoting the health benefits of an active lifestyle
 - Increasing awareness of sports opportunities
 - Ensuring sports facilities are "fit for purpose"

- Reducing barriers to participation and ensuring equity in sport
- Sporting and developing local sports clubs

- 39 The strategy further prioritises target groups and older people are specifically cited. The strategy recognises that swimming is one of the sports where the participation of older people is high (12% out of 21% surveyed). The action plan promises among others to widen the healthy walking programme, provide health related activities including a health referral scheme, and improve information and access by public transport to sporting facilities. These are particularly relevant to older people.
- 40 Brent was one of 13 authorities to successfully bid to pilot the Partnership for Older People Project (POPP) by extending the Care Co-ordination Service to create the Integrated Care Co-ordination Service (ICCS), make savings by reducing admissions to hospitals, lower attendance at A&E, support a greater proportion of older people at home and help them to access services appropriately. The key tenets of the project are prevention, independence, wellbeing, diversity and social inclusion which all link to the wider Older People’s strategy.

Profile of Older People and needs mapping

Introduction

- 41 In this section we profile Brent’s population of older people and their needs. The information presented comes from two major pieces of work; a strategic needs mapping undertaken to inform this strategy and the Brent Partnerships for Older People Project (POPP) and the Brent Better Government for Older People “Life Starts at 50” survey of older people’s needs. The above exercises looked at the total population of older people in Brent, the factors which influence the engagement and participation of older people in the delivery of services. It also looked at older people’s preferences for services which impact on their wellbeing.

Demography

Ages	Total	% of Population
50 - 54	13,683	5.2
55 - 59	11,703	4.4
60 - 64	11,191	4.2
65 - 69	9,988	3.8
70 - 74	7,664	2.9
75 - 79	5,478	2.1
80 - 84	3,696	1.4
85+	3,410	1.3
Total	66,813	25.3

- 42 There are circa 66.813¹ people in Brent aged 50 and over. This makes up about 25.3% of the total 263,466 population of the borough. 30,326 of these are 65+.

¹ 2001 Census – details at <http://www.statistics.gov.uk/>

16% of the borough is over 60 years old. A growth in the proportion of older people is predicted with an increase of the 45-64 age groups. An overall increase of all age groups over 65 years old is also forecasted. The breakdown of the population is illustrated in the table above. There is a need to understand the age profile of older people in order to delivery services that meet the needs and aspirations of each group. Older people at different ages will have different needs and this is recognised in the strategy.

- 43 Brent is a very diverse borough in terms of ethnic, religious and linguistic backgrounds. Over half of the population of Brent are from black and minority ethnic communities making it the second most ethnically diverse population in the country. The ethnic breakdown of the Borough is 45.3% White, 27.7% Asian or Asian British, 19.9% Black or Black British, 3.7% Mixed and Chinese or Other 3.4%. Brent consists of the following religious groups; Christians (48%) being the largest followed by Hindu (17%) and Muslim (12%). 10% have no religion. The main minority languages are Gujurati, Hindi, Punjabi, Somali and Urdu but there are over 130 languages spoken in the borough. The above statistics have a profound impact on how we deliver services to older people. Equality and diversity will need to be prioritised in recognition of the heritage of the borough. Similarly, we need to develop innovative approaches to promote access to services, breakdown language barriers, provide translation/interpretation services and engage ethnically and culturally diverse groups to achieve older people's wellbeing.
- 44 In 2006, 6000 people received a service from adult's social care. Of this number, 4000 are older people aged (65+). This accounts for 8.5% of people aged 50 and over. We have given careful thought to the majority of older people 91.5%, who are not being seen by social care at the moment. The case is being made for prevention and early intervention to improve the quality of life and wellbeing of the 91.5 % who are not in contact with services at the present. Preventative measures can achieve significant improvements to wellbeing and there is a need to shift resources into prevention to make this happen².

Health

- 45 The majority of Brent residents felt that their health was good (70%), a fifth (21%) felt it was fairly good. 15% of Brent's population have disabilities and nearly 9% of the borough received voluntary care because of their health needs. Brent has slightly lower than average life expectancies at 74.9 years for men and 80.8 years for women. There is a need to improve the range of activities that promote a healthy lifestyle, prolong life and reduce health inequalities by preventing critical interventions, promoting access to services in order to reduce the severity of episodes of mental illness and unplanned hospital admissions due to harm and injury.
- 46 On average, 221 patients attend A&E a week. 53% attended CMH of which 52% arrived by ambulance, 56% are over 75, 7% are referred by GPs, 48% are discharged home, 28% admitted on to wards, 9% to medical assessment unit (NWPH only), 66% arrive between 8:00 and 18:00. The great majority of 65+

² Wanless, Derek; Securing Good Health for the Whole Population, February 2004 at http://www.hm-treasury.gov.uk/consultations_and_legislation/wanless/consult_wanless04_final.cfm

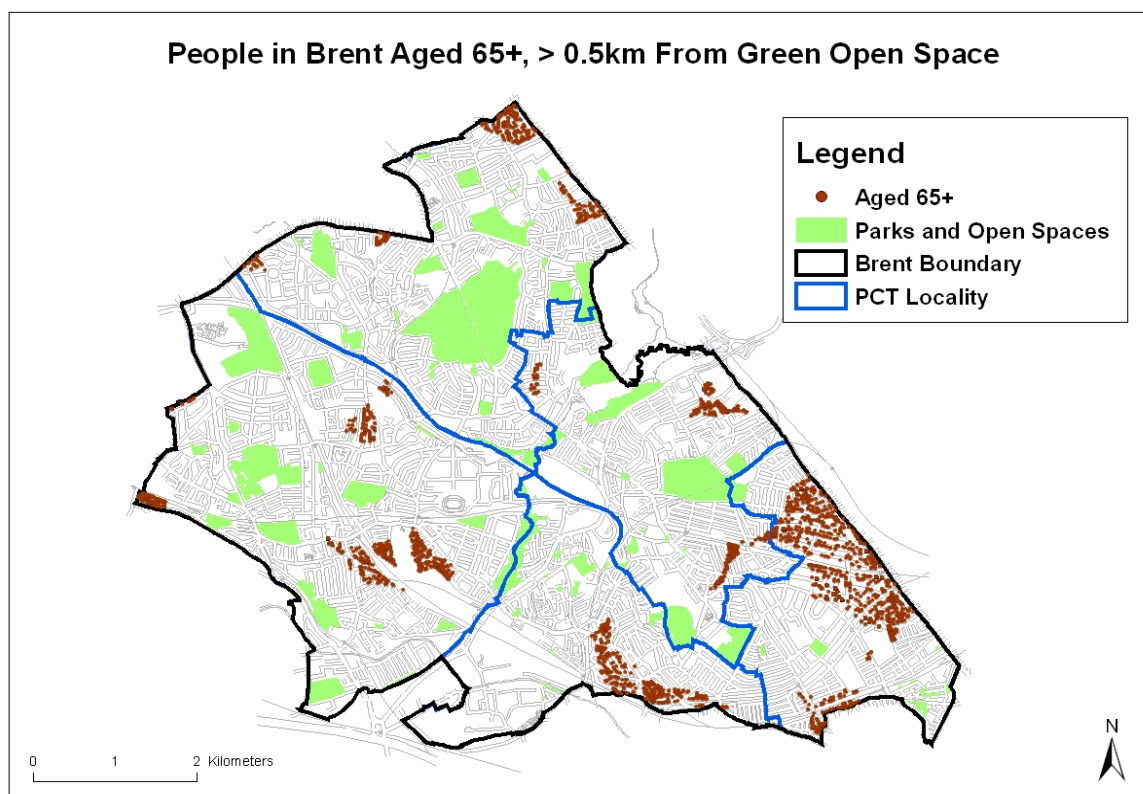
discharges occur on weekdays, The average is 36 per day, 54.7% of discharges are 75+ and 45.3% aged 65 to 74, 48% are male and 52% female, 44.5% are white, 12.8% black, 9.6% Asian and 23.2% 'other'. The strategy needs to focus on support at home and within the community to enable those with support needs to be met.

- 47 The Sports England Active People Survey conducted during 2005/06 examined levels of physical activity amongst adults across the country. Brent has the third lowest levels of physical activity in London. Only 12% of people in Brent aged 50 and over achieved the government target of three times 30 minutes of moderate activity each week. The majority of these people are walking, with less than 5% of people aged 50 and over taking part in organised sport on a regular basis. In line with encouraging physical activity and an active lifestyle in the borough, people aged 50 and over will be encouraged to take part in a range of activities and sports sessions. The Sports Service organise guided walks scheduled through out the week in various locations across the borough as well as a number of other sports activities aimed specifically at this age group. Equally, there are swimming and gym facilities which are available to older people at a concessionary rate at the 4 council-owned leisure centres. Pensioners can swim for free at the borough's two pools.

Environment

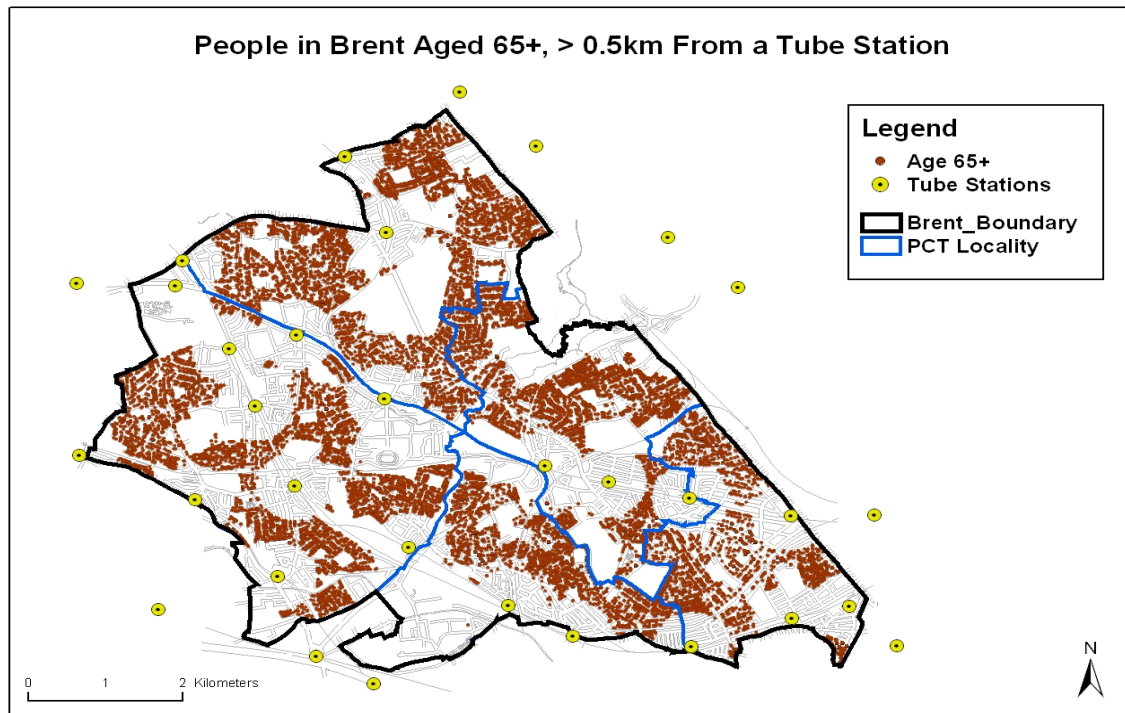
- 48 Green spaces are important for recreational purposes and for enhancing the quality of life of people that live in urban areas³. Access to green spaces by older people would take into consideration well-maintained paths, sitting, plants, safety, lighting, activities and distance to such green spaces. Figure 5.1 shows people aged 65+ in relation to the distance to green spaces. The findings establish that only 11% of the 29,623 persons aged 65+ are more than 0.5kms from a green space. Above average access is enjoyed by 71% of the total (21,200 out of 29,600). There are significant geographical variations in access to green space as shown in the map with the south east of the Borough, bordering the Edgware Road, having the worst access overall (this finding does not include the possibility of access to green spaces in neighbouring Camden). It is difficult to create new areas of open space of significant size in areas deficient in green space. Consequently, our approach has been to improve the quality of the existing open spaces and to ensure it provides for as wide a range of needs as possible.

³ City Environmental Indicators Encyclopaedia at <http://www.ceroi.net/ind/display.asp?indID=66> . See also The Mayor of London's Biodiversity Strategy,



Transport

- 49 Transport is an important factor in community cohesion and social inclusion for older people. The significance of accessible transport in accessing services, visiting friends, family, attractions, shopping and going out and about have been highlighted by older people. Although Brent is well served by road, the North Circular Road cuts across the centre of Brent and can be a 'barrier', separating the north from the south of the borough. Over 37% of households in Brent do not have access to a car which is 10% higher than the national average.
- 50 The total number of blue badge (criteria based on physical disability) holders at the last count was 7838. Of this number, 70% are aged 50 and over. The total number of Freedom Passes issued by Brent Council was 6496. Of this number 1990 are issued to clients over the age of 50 and 985 are issued to clients over the age of 60. The 'Elderly' pass which is age based (60) and time limited is not administered by the council.
- 51 Access to Underground stations in Brent shows that 69.1% of 65+ are more than 0.5kms from their nearest station. 34% (10,100) have better than average access and 66% (19,400) worse than average access. The best overall access is enjoyed by persons in social housing while the least overall access is enjoyed by people living in higher value (bands D-H) private tenure houses. 8,028 older people who have the least access are 65-74 year olds live in higher value private tenure housing; 72.6% of this group live more than 0.5kms from an Underground station. The map below shows access of older people to the underground



Housing

- 52 The strategy recognises that decent housing can improve the wellbeing of older people. In 2006, there were 18,042 people on the housing register. Of this number 3001 people were aged 50 and over who are seeking housing or re-housing. This is 16.6% of the housing register and 6.3% of the total population of people aged 50 and over. Older people's needs and experiences of housing issues include homelessness, design, social interaction, health, assistive technology, care and support to enable people to continue living independently at home, in the community for as long as possible. This is being achieved in Brent through initiatives to improve housing options across all tenures.
- 53 The strategy will support decent housing for older people by promoting improvements to the conditions of houses such as, insulation, lighting and the prevention of incidents such as fires and falls. 20% of Brent older people live in social housing. About a third receives benefits and therefore lives in low-income households. Just under a quarter live in Council Tax bands A-C, (low value housing), 70% in bands D-F and 6% in bands G-H (high value housing). For those living in social housing, the social landlord is responsible for decorations and improvements. The concern is for the larger percentage of older people who might be equity rich and income poor. Initiatives such as equity release schemes, fuel and winter subsidies to enable improvements, repairs and comfort are priorities to ensure appropriate and decent housing for older people.

Adult Education

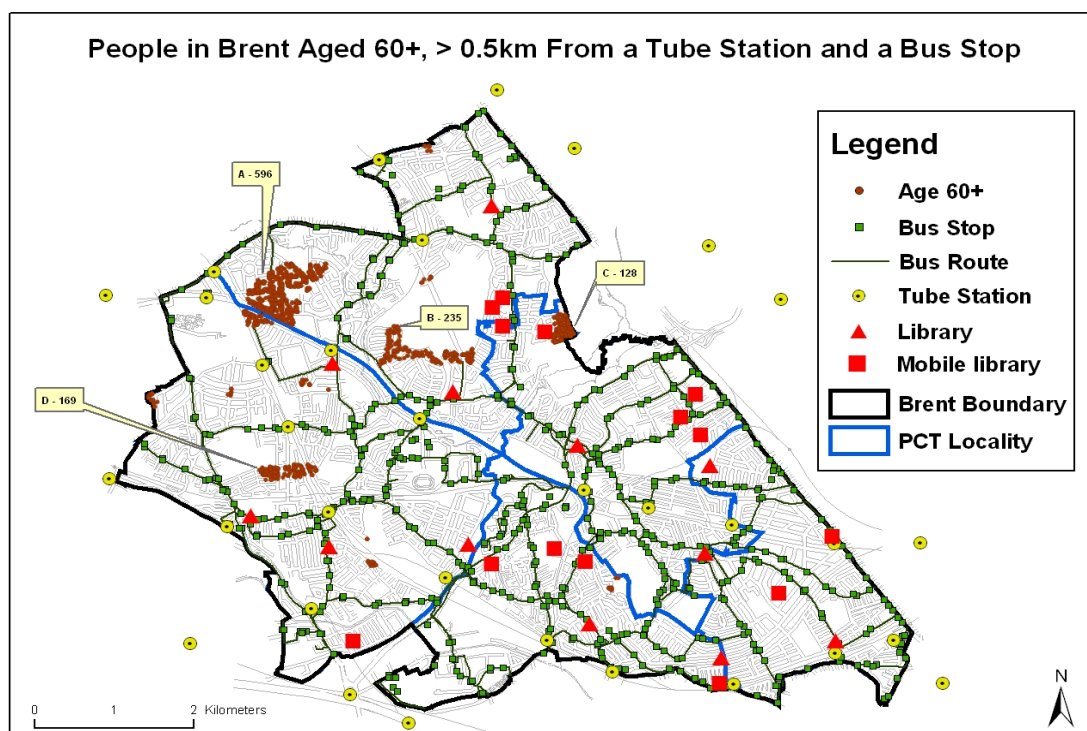
- 54 Continuing Education by actively pursuing knowledge and experiences has many advantages and can benefit older people to improve memory, access employment, services, make friends and stay active. Brent council promotes Adult Education through programmes run by Brent Adult and Community

Education Service (BACES). BACES monitors and evaluates the number of older people taking up classes against targets. Funding for Adult Education is drawn from the Learning and Skills Council and their current priority is younger people (16 – 18 years). In 2006, 1607 people aged 50 and over attended life-long learning programmes run by BACES. This accounts for 3.4% of the population of people aged 50 and over. The strategy will promote adult education for older people. In particular, it will ensure that older people learn IT, life skills, access training and literacy programmes which give them new opportunities and experiences. BACES will work to ensure that older people are aware of what is on offer for them and increase the take up of opportunities.

Library Services

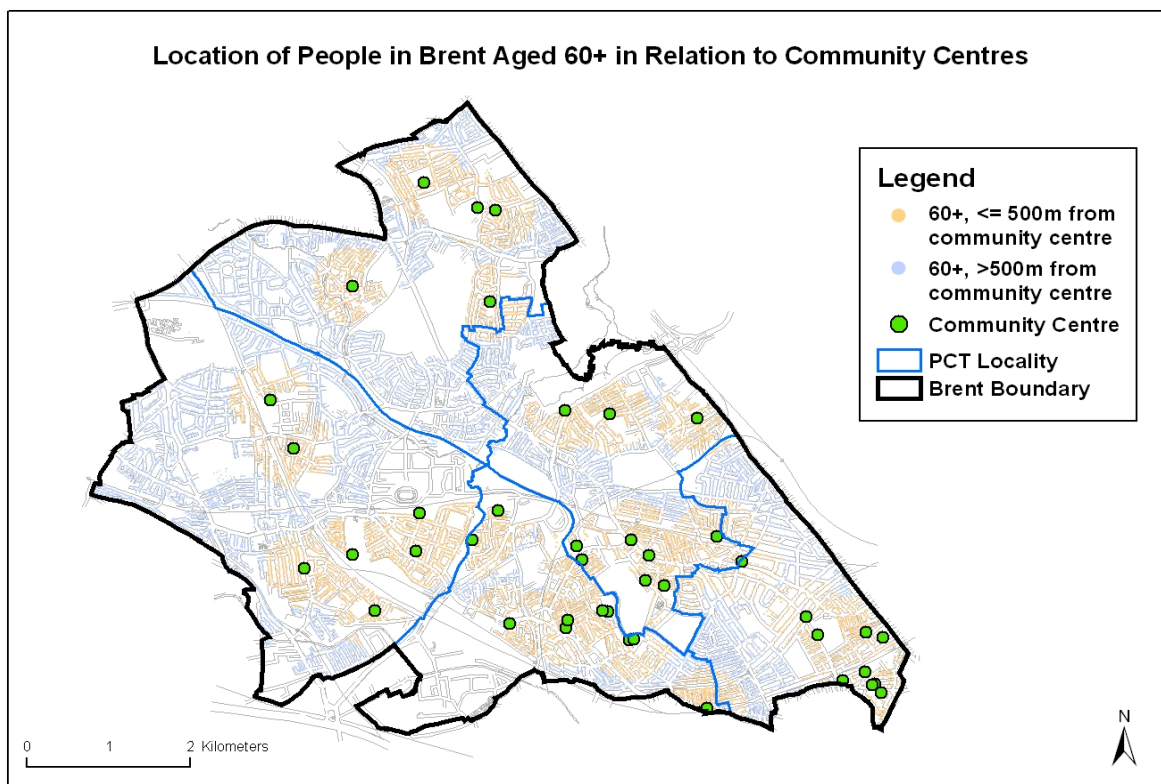
54 There are around 8000 registered library users aged 60+ in Brent which is 20% of the 60+ population. The library user data was populated with data of older people living alone and/or in receipt of council tax benefits. Of those not within this category, the largest group 16,902 are persons aged 60-74 who do not live alone and are not on benefits; 15.1% of this group are library users. Proportionately the largest user group 52.7% are aged 60-74 and live alone. The group with proportionately the smallest membership are aged 60-74 and live in households in receipt of council tax benefit. Proportionately the highest library users all live alone.

55 Access to and membership of libraries discussed in the above paragraph is therefore important for older people. The following map shows bus stops and tube stations in Brent and the locations of people aged 60+ who are more than 500 metres from either. Also overlaid are locations of fixed (permanent) public libraries (triangles) and the published positions of mobile libraries. 'Cluster A' refers to the group of 5966+ persons living in the north of the borough. The library service will work to improve take up of library services. It will improve library membership among older people and promote activities which encourage literacy among older people who are currently not library members.



Social

- 56 Recorded crime against people aged 50 and over in 2006 in Brent shows that of the 3,238 burglaries in the borough, 992 (30.6%) involved people aged 50 and over. For criminal damage the percentage was 18.7% of the total criminal damage in the borough. Theft and handling was 18%, robbery 8.8% and violence against the person 8.5%. These are the categories with the highest percentage and the strategy will propose how these will be dealt with. The strategy will aim to raise awareness of crime and encourage the reporting and effective monitoring of crime against older people.
- 57 The promotion of community cohesion and social inclusion for older people can be achieved through access to community centres which provide a range of activities to involve older people. The geographical location and proximity of community centres in Brent vary such that if ranked, Harlesden is at the top and Kingsbury at the bottom. People aged 75+ living in private tenure, alone or cohabiting, tend to have the least geographical access of all groups. Those living in social housing tend to have good access if they live in the south of Brent and poorer access if they live elsewhere. The map below shows the location of people in Brent aged 60+ in relation to community centres.



- 58 Brent has many mechanisms for engaging with older people in order to promote active citizenship. There are five Area Consultative Forums covering the five most deprived wards. These are Brentfield, St Raphael's, Church End, Harlesden and Stonebridge. The borough has six User Consultative Forums and the Pensioners Service User Consultative Forum meets six times a year to monitor services provided to older people in the borough. The strategy will ensure that older people are actively involved in decision making, neighbourhood issues and major

policy and regeneration initiatives in the borough which affect them by ensuring that there is an effective consultative mechanism.

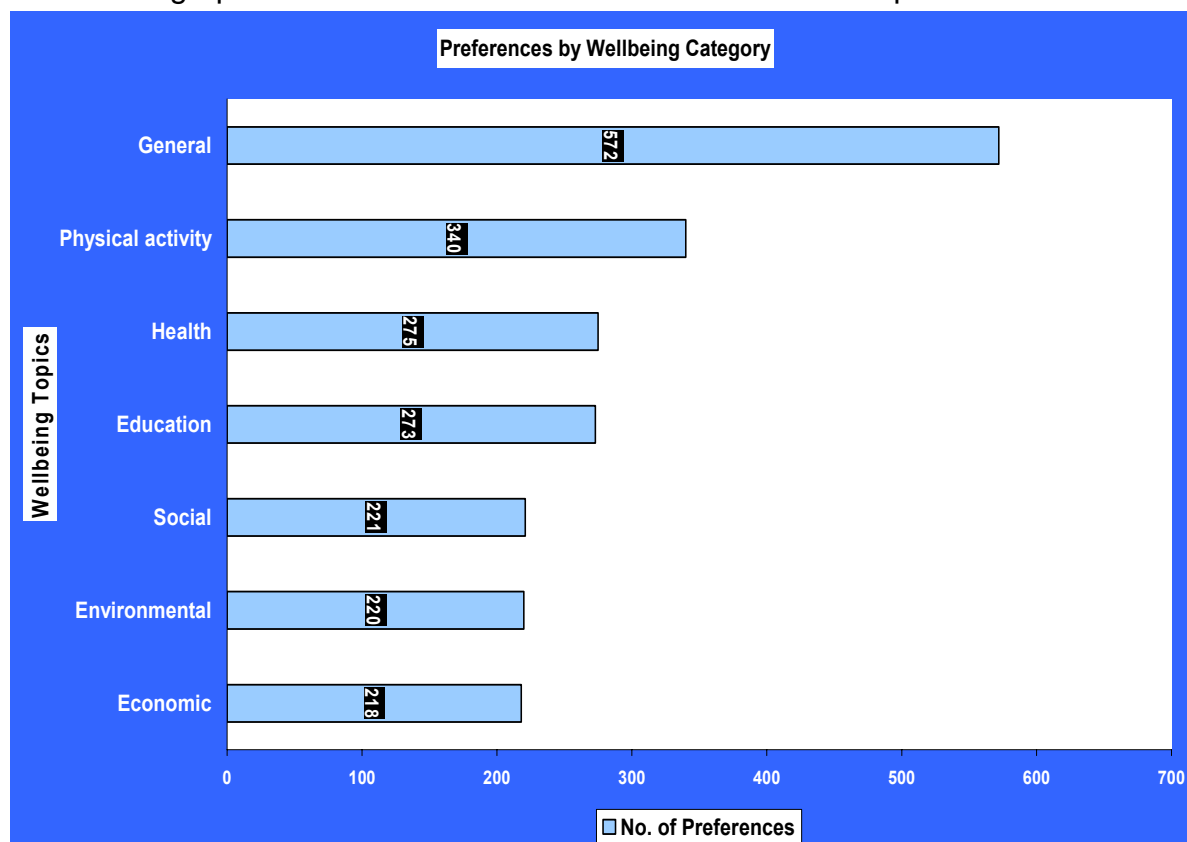
Economic

59 Brent has an unemployment rate of 5% which is above the London and national average. 120,000 people work in the borough. It is estimated that older people make a substantial number of the unemployed. Brent is the 13th most deprived London borough, with five wards falling within ten per cent most deprived in Britain. Training, volunteering and employment options for people aged 50 and over will need to be given priority in the strategy to improve the economic wellbeing of people aged 50 and over.

“Life Starts at 50” Survey

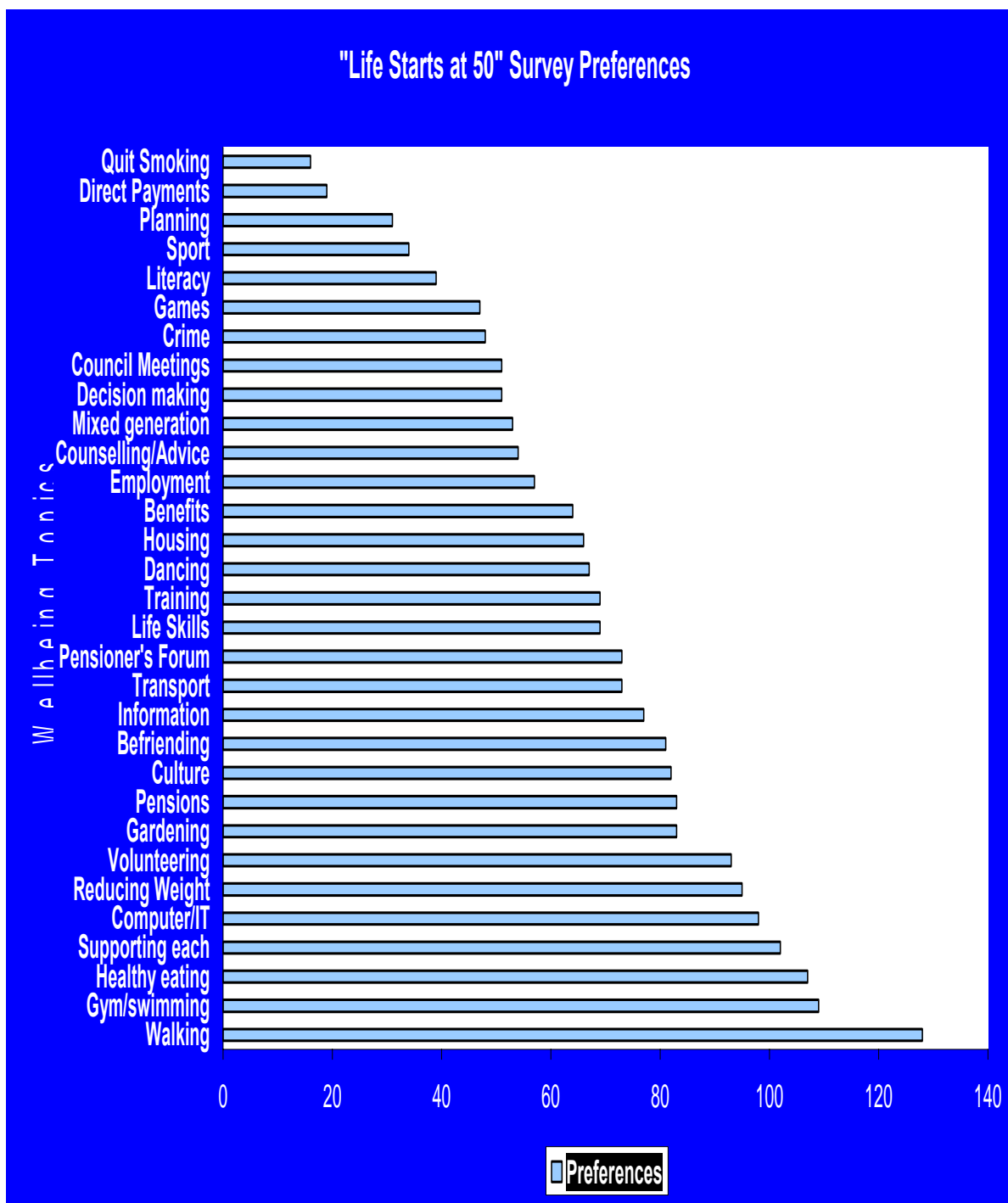
60 A survey of older people’s needs started in June 2006. The Brent Better Government for Older People “Life Starts at 50” survey was aimed at ensuring that older people express their needs and aspirations. We asked older people to express interest in a range of services that promote an active life, independence, wellbeing and a high quality of life. At the time of writing, 217 people have returned their questionnaires. Appendix C shows the issues, number and percentage of people aged 50 and over who expressed interest in each domain.

61 The graph below shows where the most interest was expressed:



62 The General domain comprised supporting each other, culture, planning, decision making, crime, information, council meetings, mixed generation, pensioner’s forum and neighbourhood renewal. This formed the largest (572) followed by physical

activity (340), health (275), education (273), Social (221) environmental (220), and economic (218). The chart below show the interest expressed in each domain. The most interest was expressed in walking, followed by swimming. The least interest was expressed in quitting smoking (16). The graph below indicates the pattern of older people's aspirations by wellbeing topic.



Range of services

- 63 Brent provides a range of services which have been highly rated following a recent joint inspection of older people's services by the Healthcare Commission, the Commission for Social Care Inspection (CSCI) and the Audit Commission. The report published in June 2005 concludes that Brent is serving most people well and

that its capacity for improvement is promising. The report makes certain recommendations to ensure that there is continuous improvement to services and:

- Ensure that older people are effectively involved in strategic development and commissioning
- Engage all stakeholders... as active partners in strategic development
- Develop systems to evaluate the effectiveness of new initiatives in improving outcomes for older people and carers
- Consider commissioning opportunities to empower older people and to further support their independence
- Develop services in partnership with all stakeholders to enable people over 50 to maintain a full and active lifestyle and to promote their independence.

64 This strategy will strengthen the work that has taken place since the joint inspection. The methodology used ensures that the wellbeing topics are specifically addressed, the objectives are translated into outcomes and actions developed to steer the strategy. We hope to strategically shift emphasis from acute cases to addressing the needs and aspirations of the wider older people population in the borough.

65 The council was further inspected by the Audit Commission in 2006. The recent Comprehensive Performance Assessment report highlighted the need for an older people's strategy which entails a "...co-ordinated coherent range of services with a focus on addressing independence and wellbeing of older people across the borough".

66 In this section we present the range of services which are available to older people in the Borough. In Brent, we have on offer, a wide range of high quality services for older people, which address independence, wellbeing and a high quality of life. The work undertaken to inform this strategy included a mapping of the services available.

67 The strategy will provide linkages between the various services and ensure that there is co-ordination and shared outcomes. Where there are identified gaps in provision, the strategy aspires to meet such gaps and/or improve existing services and performance. Appendix B shows the range of services by wellbeing topics.

Action Plan

68 The action plan (Appendix A) sets out the actions which will enable the mainstreaming of older people's wellbeing across all services and partner agencies. The actions have been agreed following the needs mapping undertaken which identified gaps and the need to improve performance across the board. We will deliver a coordinated programme which meet the strategy objectives and improve performance across the wellbeing topics. The action plan spells out the objectives, outcomes, actions, time scales and leads to ensure a full implementation of the strategy.

69 Following the "Life Starts at 50" survey", we set up a database containing these details. With the consent of older people, we are sharing this information with services and partner agencies in order to co-ordinate a response and be proactive in meeting the needs and expressed wishes of older people. Older people are being invited to take part in their chosen activities. We are also improving communication

with older people, providing them with information to help them make informed decisions about their lifestyles and signposting them to relevant services.

70 We plan to have an annual event which celebrates getting older. This will be an opportunity for older people to meet with local and national policy makers to ensure that their views are taken into consideration in the planning and delivery of services. The action plan will ensure that the strategy development and implementation is assured, performance is improved and outcomes for older people are delivered in a planned and coordinated manner. Appendix A is the detailed action.

Resources

71 The strategy has been developed with funding from the Chief Executive's Performance Fund. The strategy benefited from twenty thousand pounds (£20,000) which has been used to finance adherence to and launch of Better Government for Older People, disseminate the strategy to stakeholders through better publicity, communication and activities.

72 There is a general consensus that resources will be needed to fully implement the strategy. Services and partner agencies have limited resources to implement the strategy. In the long term, consideration will be given to the allocation of a funding stream and/or contributions into a single pot which can be used to deliver the Strategy.

73 The capacity of organisations to meet increased take up of services has also been highlighted during the development of this strategy. Brent PCT is currently undergoing adjustments which have prompted cuts in services and personnel. This will have an impact on the health promotion aspect and overall delivery of the strategy.

74 Finally, the work is being supported by the Quality and Support Unit. We anticipate increased work flows to support the initiative, produce information, increase communication, measure performance, engage older people, monitor and evaluate the strategy. We will need to consider additional capacity to deal with the above.

Monitoring, Evaluation and Reporting Framework

75 This section sets out the framework how we intend to monitor our performance, evaluate the success of the strategy and report our success to stakeholders. Older people will receive a letter when they sign up to Brent Better Government for Older People thanking them and informing them of the next steps. They will be referred to relevant services and partner agencies for proactive action to be taken to ensure that they participate in their preferred activities.

76 A report will be compiled which shows that contact has been made and older people are participating as expressed. This will be a quarterly report on the performance of services. The report will be presented to the Corporate Management Team (CMT), Departmental Management Teams (DMT), Brent Pensioner's User Consultative Forum and to older people. This will be contained in a quarterly newsletter.

77 We will undertake an annual survey of older people to find out what difference the

strategy has made to their wellbeing. The format of the survey and the methodology will be the subject of further work with older people. We propose to have a questionnaire produced for this purpose. We will interview older people through telephone and by face to face contact to evaluate the success of the strategy.

Appendix A: Action Plan

Objective	Outcome	Action/How	Timescale	Lead
Ensure older people benefit from a range of activities that promote greater social cohesion and inclusion (objective 1)	<ul style="list-style-type: none"> A range of activities in place which promote social cohesion and inclusion Older people get out and about and get together 	<ul style="list-style-type: none"> Promote older people's dances Transform community centres/luncheon clubs to become social cohesion and inclusion centres Promote befriending scheme for older people Deliver a range of affordable sports and cultural activities aimed at older people. 	Short Term Mid Term Short term Short tem	Corporate Services H and CC Env & Cult
Ensure stigma and age discrimination is eradicated and older people treated as individuals, with dignity and respect (Objective 2)	<ul style="list-style-type: none"> Stigma and age discrimination eliminated in all spheres of life Older People treated with dignity and respect 	<ul style="list-style-type: none"> Promote person centred services Fully implement a common/single assessment process Liaise with POVA team Train staff on Age Discrimination Act, interfaith and multiracial practices 	Short term Mid term Short term Mid term	Older People Services Older People Services Quality and Support
Seek the representation of all ethnic backgrounds and community groups to meet diversity standards.(objective 3)	<ul style="list-style-type: none"> All ethnic backgrounds and community groups represented and participate in the strategy implementation. 	<ul style="list-style-type: none"> Promote older people initiatives to all ethnic backgrounds and community groups. Attend all ethnic background and community group meetings to sell initiatives. Record and analysis diversity information to inform service planning. 	Short term Short term Short term	All Services
Ensure older people benefit from a clean, safe, healthy, and accessible environment (Objective 4)	<ul style="list-style-type: none"> Housing options across all tenures meet older people's lifestyles Transport options meet the needs of older people Older people helped to live in a clean, safe and accessible environment 	<ul style="list-style-type: none"> Provide housing support to homeless older people Promote energy efficiency, fuel poverty and winter planning/support to older people Accelerate adaptations and home improvement for older people Ensure fire safety measures in older people's homes Provide accessible transport for older people Commission a gardening service through the voluntary sector Dispel the fear of crime, promote the reporting and monitoring of crime Ensure older people's views and needs are fed into the development of parks and open spaces 	Short Term Mid Term Mid Term Mid Term Mid Term Mid term Mid term Mid term	H&CC Fire Service Transport Elders Voice Community safety/police Parks

Improve the range of health promotion activities that enable a healthy lifestyle and prolong life (Objective 5)	<ul style="list-style-type: none"> Older People provided with health advice that encourages a healthy lifestyle 	<ul style="list-style-type: none"> Smoking cessation promoted among older people Healthy eating and reducing weight training and advice provided to older people Work with the Health Promotion Team to deliver health priorities for Brent Provide GP referral schemes from Vale Farm Sports Centre and Willesden Sports Centre Provide appropriate library stock and information on health for older people. 	<p>Short Term Mid term</p> <p>Mid term</p> <p>Mid term</p> <p>Mid term</p>	<p>PCT Health Promotion</p> <p>Sports Service, Libraries, Arts and Heritage Service</p>
Ensure the economic wellbeing of older people (objective 6)	<ul style="list-style-type: none"> Older People take up activities which keep them economically active through volunteering and employment Older people advised and supported to benefit from the range of benefits for which they are eligible Older people provided with pensions/benefits advice and support 	<ul style="list-style-type: none"> Establish a volunteering service for older people Advice and support older people on claiming benefits, pensions, and direct payments to achieve income maximisation Ensure people aged 50 and over receive adequate training and support to return to work Encourage older people to take up places on courses which could lead to employment 	<p>Mid Term Mid Term</p> <p>Mid Term</p> <p>Mid term</p>	<p>H&CC Brent Pensions service/Benefits Service</p> <p>BACES</p>
Older People supported to live at home in the community and support each other (objective 7)	<ul style="list-style-type: none"> More support to vulnerable and frail older people to continue living at home and in the community. 	<ul style="list-style-type: none"> Support older people to live at home with assistive technology Establish a befriending scheme Further develop accident prevention for fire and falls at home Further develop the small repairs/handy person service 	<p>Short term</p> <p>Short term</p>	<p>Housing and community Care H&CC</p> <p>Voluntary Sector</p>
Enable older people to learn new skills and keep abreast with literacy, life skills and technology developments. (Objective 8)	<ul style="list-style-type: none"> Older people keep abreast with technological advances which promote independence Older people learn new skills which enhance their mental and physical wellbeing 	<ul style="list-style-type: none"> Encourage older people to take up places on courses Encourage Older People to register with and use libraries Establish older people's reading groups in various locations Train older people to acquire life skills and participate in service planning and delivery 	<p>Mid Term</p> <p>Mid Term</p> <p>Mid Term</p> <p>Short term</p>	<p>BACES</p> <p>Library Service</p> <p>Learning and Development</p>
Older People act in an advisory capacity and share experiences (Objective 9)	<ul style="list-style-type: none"> Older people bring experiences and contribute to the community Older People participate in intergenerational activities 	<ul style="list-style-type: none"> Older people advice on the implementation of the strategy through the Pensioners Forum Set up an intergenerational older people's group 	<p>On-going</p> <p>Mid term</p>	<p>H&CC</p> <p>Education Service</p>
Establish a consultative	<ul style="list-style-type: none"> Older People consulted on all issues that impact 	<ul style="list-style-type: none"> Agenda setting in consultation with all stakeholders 	<p>Short term</p>	<p>Corporate</p>

mechanism for issues regarding older people's wellbeing (Objective 10)	on their wellbeing.	<ul style="list-style-type: none"> All issues regarding older people brought to their attention through the structures of BGOP. 	Mid term	consultation unit
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Key: Short Term, 0 – 12 months, Mid Term, 13 – 36 Months; Long Term, 37 – 60 months

Appendix B: Range of Services

Topic	Area	Service/Provider
Physical activity	Sport	Brent Sports Service provides a range of sports activities at sites around the borough, including at the four council owned sports centres. The B.Active Card is a concessionary pricing scheme operated at all four borough sports centres and is available to pensioners. Pensioners can swim for free at the borough's two swimming pools. Gym and swimming sessions/lessons aimed at people aged 50 and over are organised at sports centres. Guided walks take place 3 times a week at various locations in the Borough. The parks service manages over 100 parks and open spaces which provide opportunities for walking.
	Gym/swimming	
	Walking	
	Dancing	
Environmental	Housing	Brent Housing Partnership (ALMO) of the council provides appropriate housing, support and advice to older people, delivers energy efficiency and fuel poverty, winter planning, adaptations, home improvement and transfers to older people in social housing. Energy Solutions provides a fuel efficiency and loft insulation for homes across all tenures.
	Transport	The borough is well served by a rich network of public transport which includes surface and underground rail and bus services which is discounted to older people using the "Elderly" Freedom Pass. Brent Community Transport provides a dedicated transport service to older people and undertakes pickup and group travel. Older People's Service provides support and manages the blue badges and freedom passes for older people and people with a disability by providing "taxi cards" and the "Dial a Ride" service in liaison with Brent Community Transport
	Gardening	Elder's Voice provides a gardening service to older people which involves advice, assessment, pruning, lawn mowing, hedging and weeding. This does not include gardening maintenance and clearance. There is a charge of £8 and £12 for one and two gardeners respectively. The parks service manages over 1100 allotment plots at 23 different sites. Concessionary rates are available for pensioners.
Health	Counselling/Advice	Brent PCT is the statutory provider of health services in the borough. A network of GPs is the first port of call for older people. Referrals to services for critical cases relating to eating and reducing weight are made to the Dietary Service. Brent Stop Smoking Service administer advice on coping with withdrawal symptoms, managing cravings and stress, positive gains of stopping, staying stopped long term and free NRT and Zyban to individuals and groups.
	Healthy eating	
	Reducing weight	
	Quit smoking	
Social	Games	There is no service dedicated to games for older people.
	Befriending	In association with Mission Dine Club, Age Concern and Time Bank, "Time of your life" provides a befriending service to older people.

	Volunteering	Volunteering opportunities are managed by Brent in2 Work through a number of programmes
Economic	Direct Payments	This is contracted by the Council to Penderells Trust which provides financial advice, information and support regarding Direct Payments.
	Employment	Brent in2 Work network of organisations and programmes which enable older people to return to work through a free quality recruitment and training services, language into work, advice, support and information regarding employment.
	Benefits	Brent Benefits Service provides benefits advice, support in completing claim forms for a range of benefits to older people. A Joint Visiting Team undertakes home assessment and visits older people.
	Pensions	The Department of Works and Pensions provides a dedicated Pension Service in Brent through information points in various locations, help in completing application forms, benefits queries, verification of documents, signposting and communication support to older people.
	Computer/IT	Brent Adult and Community Education Service (BACES) provide a range of long-life learning opportunities for older people such as ESOL and maths, family learning, art, design and practical skills. Supporting People funded services also provide life skills on a one-to-one basis. Silver Surfer sessions (IT/web classes for older people) are provided in the libraries. Brent Libraries provides a range of books, periodicals and other reading materials in a number of different languages, in large print and as talking books. There is also a home library service for those unable to visit the library.
Life Skills		
Literacy		
Training		
General	Supporting each other	See befriending above. Numerous community run luncheon clubs throughout the borough contribute to this area of work
	Pensioner's Forum	Housing and Community Care/Democratic Services support a statutory Brent Pensioner's User Consultative Forum, a part of the council's consultation strategy on services provided for older people, ensures the council is aware of the policies, issues, concerns, aspirations and recommendations of older people in the best and most efficient use of resources and partnership opportunities with other agencies and the voluntary sector
	Mixed generation	The education service runs a number of school-based activities bringing volunteers to help with reading. Elders Voice has an intergenerational programme in South Kilburn.
	Culture	Brent Cultural Services provides a range of activities which celebrate the diversity of the borough such as the Respect Festival. The festivals programme celebrate the culture of the borough's diverse communities and activities at festivals (e.g. Respect) are targeted at older people from all backgrounds. Brent Museum and Brent Archive actively engage with Brent's Older residents to collect histories (e.g. oral histories, achieve materials etc) and the museum exhibition features several of these. Libraries provide activities and events targeted at older people e.g. reading groups, coffee mornings etc.
		The One-stop-shop is the council's customer contact centre on information to the general public including older people. Individual services provide information to older people in a variety of formats including over the phone, leaflets, strategy document, internet, surveys, etc. A translation and interpreting service provides interpreting on a one to one basis and to groups, telephone interpreting and sign language interpreters. Also numerous ethnicity-based organisations operate throughout the borough providing specialist services/activities. BRAIN community website offers local news, information and details of events in the borough and has specific pages

Information

	aimed at older people.
Council Meetings	The council has a schedule of meetings which are open to the general public including older people. These provide an opportunity for older people to influence the decision making processes of the council, to engage with decision makers and make their voices heard.
Planning	See Pensioner's Forum above. The launch of Brent Better Government will ensure that older people are effectively involved in planning services which meet the needs and aspirations of old people.
Decision making	See Pensioner's Forum and Council meetings.
Crime	Brent Community Safety Team is part of the Brent Crime and Disorder Reduction and Community Safety Partnership which ensures an environment safe from crime, anti-social behaviour, property, violence and drug and alcohol related crime. It provides advice and support to victims and liaises with the police, health, fire, probation and the voluntary sector to ensure that older people experience less crime. Elders Voice's Accident Prevention service also helps older people who have been victims of burglary to make their homes more secure.

Appendix C: Topic, Area of interest, number and percentage of people aged 50 and over who expressed interest in each wellbeing domain

Topic	Area of Interest	Interest expressed	Percentage
Physical activity	Gym/swimming	109	50.70%
	Dancing	69	32.09%
	Sport	34	15.81%
	Walking	128	59.53%
Environmental	Housing	64	29.77%
	Transport	73	33.95%
	Gardening	83	38.60%
Health	Counselling/Advice	57	26.51%
	Reducing Weight	95	44.19%
	Quit Smoking	16	7.44%
	Healthy eating	107	49.77%
Social	Games	47	21.86%
	Befriending	81	37.67%
	Volunteering	93	43.26%
Economic	Direct Payments	19	8.84%
	Employment	51	23.72%
	Benefits	66	30.70%
	Pensions	82	38.14%
Education	Computer/IT	98	45.58%
	Life Skills	67	31.16%
	Literacy	39	18.14%
	Training	69	32.09%
General	Supporting each other	102	47.44%
	Pensioner's Forum	77	35.81%
	Mixed generation	51	23.72%
	Culture	83	38.60%
	Information	73	33.95%
	Council Meetings	53	24.65%
	Planning	31	14.42%
	Decision making	54	25.12%
	Crime	48	22.33%

Appendix D: "Life Starts at 50" Survey questionnaire

Are you aged 50 and over and live in Brent?

If so, you now have the chance to sign up to a service dedicated to older people.

Brent Council and its partners want people aged 50 and over to sign up to a new forum to be launched this summer, where you will have the chance to be involved in important issues that affect your wellbeing and quality of life. We hope to become better informed about your needs to help us plan future services.

Use the form overleaf to sign up to **Brent Better Government for Older People** today and get involved in creating a brighter future for Brent's older people.

I wish to sign up to

Brent Better Government for Older People

I consent to Brent Council and its partners contacting me by post, telephone and electronic means to inform me about the launch of Brent Better Government for Older People as well as activities that encourage an active life, promote independence, wellbeing, a high quality of life and other exciting initiatives.

Title Mr Mrs Miss Ms

First name Surname

Address

House Name/Number

Street

Town

Post Code

Contact details

Home

Mobile

Email

Please tick the appropriate box(es) where applicable.

What are your interest(s)?

Physical activity

Gym swimming Dancing Sport Walking

Environmental

Housing Transport Gardening

Health

Counselling/advice Reducing weight Quit smoking Healthy eating

Social

Games Befriending Volunteering

Economic

Direct payments Employment Benefits Pensions

Education

Computing / IT Life skills Literacy Training

General

Supporting each other Culture Planning

Pensioner's Forum Information Decision making

Mixed generation Council meetings Crime

Neighbourhood renewal

Others (please specify)

Please tell us your preferred hours for attending activities

Weekdays

Evenings/weekends

10am - 12 noon

12 noon - 2pm

2 - 4pm

4 - 6pm

Do you require support/transport to attend activities?

Yes

No

We will appreciate your comments about the issues affecting older people

(Please use additional paper as required)

We encourage representation from all ethnic groups in the community. This information will be used solely to encourage participation from all ethnic groups.

Please tell us your ethnic origin

White UK

White Irish

White other

Mixed white and black caribbean

Mixed white and black african

Mixed white and asian

Mixed other

Asian Bangladesh

Asian Pakistan

Asian Indian

Asian other

Black Caribbean

Black African

Black British

Black other

Chinese

Chinese British

Any other

Thank you for completing the questionnaire.

Please return the completed questionnaire to: FREEPOST (HA35), Edwin Ambe, Quality and Support unit, London borough of Brent, Wembley, Middlesex HA9 9BR, or telephone **020 8937 4231**.

Brent Better Government for Older People encourages an active life, promotes independence, wellbeing and a high quality of life for people aged 50 and over. If you would like to be involved and prefer this questionnaire in another language, please tick the appropriate box, complete and return the form to the address below.

Name:

Address:

.....

..... Postcode:

Return to the address below.

Freepost (HA35), Edwin Ambe, Quality and Support Unit, London Borough of Brent, Wembley, Middlesex HA9 9BR. Tel 020 8937 4231 Fax 020 8937 4194 Email

edwin.ambe@brent.gov.uk

This brochure is available in audio tape, large print and can be found at

www.brent.gov.uk/over50signup

Appendix E: BGOP Structure

Better Government for Older People

