

**Taking forward the Sustainable Community Strategy Commitments:
FEEDBACK FROM WORKSHOPS 27 APRIL 2010**

9. Anticipating and supporting the needs and aspirations of our ageing population

i. What particular aspects of this commitment should we be focusing on initially?

- Use knowledge/expertise of advocates/service users
- Need to share mosaic data
- Recognising link between thriving businesses/contribution through work and wellbeing
- Information and initiatives need to be targeted/marketed correctly
- Encourage independence earlier on – early intervention
- Involve neighbours and communities to break down barrier and achieve the above
- Awareness raising of opportunities
- Need to understand what older people want – their perceptions, to influence the design of services
- Isolation – need local support to address

ii. Are there any particular communities/areas/issues in need of improvement activity that we should focus on?

- Redirect resources as necessary eg. away from day centres into alternatives

iii. Are there any areas of good practice that we can build on?

- Rudheath Elderly Persons Project
- Vintage Blacon
- Community Spirit Organisation (in Knutsford)
- Trading Standards rapid response to doorstep crime and work to prevent repeat victims.
- Older peoples network
- Pockets of deprivation within areas with a good name (eg Neston)

iv. Any opportunities for innovative activity?

- PCT and social services working together
- Encourage older people to be an active part of service design.