### Content

Lancashire County Library and Information Service - Older People’s Strategy

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APPENDIX 5 Action Plan 2010 - 2015
Lancashire is a county where older people are empowered to live their lives in the way they choose and where their skills and expertise are valued”

(Lancashire’s vision: taken from Lancashire’s Strategy for an Ageing Population)

Our Vision

To provide older people with the information and resources to live their lives in the way they choose and to give them the opportunities for lifelong learning and contribute to their local community.

Background

The following strategy is informed by, and links directly to Lancashire’s Strategy for an Ageing Population which the Library and Information Service had a ‘key’ role in developing. We aim to develop services that will reflect the needs of older people in Lancashire.

When developing our strategy for older people we have consulted with library staff, organisations and individuals who use our services and those who don’t. It is vital that this continues to happen to ensure that the strategy and resulting action plan remain relevant and effective.

For the purpose of this strategy, ‘older people’ are those defined as aged 50 or over (although it is now being suggested that this should be 60+ as retirement age and life expectancy are increasing). People within this age range have a wide variety of expectations, attitudes and needs, which will continue to change during the life of this strategy. Therefore this strategy needs to be adaptable in order to accommodate needs if required.

Broadly speaking, the strategy covers people who have reached any of the following stages in their lives.

- **Those aged 50 or over who are working.** This is a growing group which will need more flexible working, retirement and pension arrangements. Otherwise their needs are much the same as those of the rest of the working population.
- **Those who are retired but fit, well and active.** These people will often want to make the most of leisure and learning opportunities, but will also often want to contribute to their communities.
- **Those who are frail.** These people will have significant health problems and will need ongoing support from health, social care and other services. They will usually be in the small but growing 75+ age group.
Why do we need a strategy?

We know that Lancashire’s population is changing and getting older. Over the next 20 years the percentage of people in the county aged 50 and over will increase from 36% to 44%. There are now, for the first time ever, more people aged 60 and over than there are under 18. Life expectancy is increasing. Many more people are living to over 100 and this is likely to increase rapidly over the next two decades. We need to plan for the future so that our library services are appropriate and relevant for older people in Lancashire.

For the majority of older people this will mean:

- leading full, active and healthy lives for longer
- playing a key role in the local community through continued employment or voluntary work
- enjoying sport, social and leisure activities
- using computers and other forms of technology to stay in touch with family and friends, to shop and to find information.

For only a small minority, living longer will mean increased dependence, poor health and frailty.

Library services for older people over the years have sometimes been inconsistent resulting in an ad hoc service across the county. The County Library and Information Service considers services for older people as being a priority and this is reflected in our Service Plan by “a requirement to review our services to older people and to develop a strategy for older people to ensure a consistent and appropriate delivery of services across the county”.

Our Strategy will provide us with the opportunity to explore, with older people, what kind of services they want, as well as giving them the opportunity to find out more about what libraries can offer.

The Strategy will show that the library has an increasing role to play in supporting older people to live independently and remain actively engaged in the community and the world of learning.
National Context

In order to meet the challenges of an ageing population, a number of national strategies have been presented by central government. These include;

**Don’t stop me now (Audit Commission report): preparing for an ageing population**, outlines good practice for engaging with and responding to older people, including them at the start of designing services and offering equal access by ‘age-proofing’ mainstream services.

**Older people and wellbeing (Institute for Public Policy Research, 2008)** - Looks at overall trends in health and wellbeing, together with the factors that shape wellbeing in older people.

**Building a Society for all Ages** the Government’s strategy for how we as a society make the most of this change. It develops the Government’s 2005 strategy, **Opportunity Age**

‘Opportunity Age, Meeting the challenges of ageing in the 21st century’ *(Department of Work and Pensions, 2005)* 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.

‘Our Health, Our Care, Our Say: (Department of Health, January 2006) aims to achieve a radical shift in the way services are delivered by putting the focus on prevention, early intervention, wellbeing and health promotion.

‘A Sure Start to Later Life: ending inequalities for older people’ *(Social Exclusion Unit, DH, 2006)*, can be seen to complement ‘Our Health, Our Care, Our Say. Together they set out the priorities for what needs to be done to:-

- Tackle inequalities in health
- Address social exclusion
- Improve opportunities for older people to lead active and productive lives within their local community
- Older people take responsibility for their own health and long term economic security
- Enable older people to make decisions about their own health care and to have better access to community based services and support that meets their individual needs
- Employment prospects and access to learning
- Ensure older people have a clear voice and influence in the planning and delivery of services as well as in decisions which effect their lives and independence

For other key policy documents, see **Appendix 1**: -

All of this shows;
- A significant shift in national policy with a prioritisation towards older people - not primarily as users of care and pension services, but as valued citizens who have a positive contribution to make to the life and economy of the community.
- Libraries have a ‘key’ role to play in community engagement, community cohesion and in tackling social exclusion.
Local Context

Ambition Lancashire (2005 - 2025: the strategic vision for the future of Lancashire) includes Older People as one of its ‘themes’ which has several outcomes identified.

Lancashire Local Area Agreement (LAA) includes ‘outcomes and indicators’ relating to older people.

Older People Theme Outcomes:
- older people are financially secure to maintain quality of life and well-being
- enabled access to mainstream services
- improved health and wellbeing of older people
- older people are safe and supported
- older people make a positive contribution
- the contribution of older people to the community is valued

Cross Cutting Indicators in the LAA People and Communities
NI 4 - % of people who feel they can influence decisions in their locality.
NI 6 - Participation in regular volunteering

Health and Wellbeing
NI 124 - People with a long-term condition supported to be independent and in control of their condition.
NI 142 - Number of vulnerable people who are supported to maintain independent living.

Older People
NI 137 - Healthy life expectancy at age 65.
NI 139 - People over 65 who receive the information, assistance and support needed to exercise choice and control to live independently.
NI 135 - Carers receiving needs assessment or review and a specific carer’s service, or advice and information. (Local Indicator)

For more information go to:
http://www.lancashirepartnership.co.uk/content.asp?siteid=3813&pageid=18181&e=e

Lancashire’s Strategy for an Ageing Population
This strategy sets out how Lancashire is responding to the opportunities and challenges of an ageing society. It has been shaped by the priorities that older people have identified. Five overall outcomes were identified for the strategy;

- Older people should have sufficient financial security to maintain their quality of life and wellbeing
- Older people should have access to mainstream services
- Older people should be healthy and well
- Older people should feel safe and supported
- Older people should have the opportunity to make a positive contribution
Current Use of Library and Information Service by Older People

Only 35% of Lancashire’s population who are 50 years and over are library members. 60% of these are active borrowers (people who borrow books or other resources). Some of the remaining 40% may have joined the Library for other reasons other than borrowing items e.g. using the computers which are available to the public, obtaining information or activities, including learning opportunities.

The number of active borrowers as percentage population varies across the county. Preston, Rossendale, Hyndburn and Burnley show the lowest percentage whereas the Ribble Valley, Pendle, Lancaster and Wyre show the highest (See Appendix 2).

There is a similar pattern when we look at total borrowers as a percentage of the population of Lancashire.

This clearly shows;

- That although we have 35% of the population in Lancashire who are 50+ using our services, there is still a large percentage that appear not to. (Although the statistics do not account for people who may use the library for reasons other than borrowing books and there will be many who do.) N.B. General use of the library could be using the public computers, reading newspapers, attending a course, class, activity, accessing information etc.

- There appears to be an inconsistent use of our service across the county. (Again this only relates to borrowing of resources, not general use of the library.)

- For further statistical information see Appendix 2

Reading Hero

I have been a book reader as long as I can remember; how many like me read ‘Girls Own’ with a torch under the blankets? I am now in my 90th year and so fortunate, to be able to read and listen to CD's.

Thanks to the library staff and W.R.V.S helpers, I have so enjoyed Lostock Hall Reading Group, which is the highlight of my life once a month. If you know of anyone interested, do tell them about it, the library is always willing to help.
What we currently do

We have:

- 74 static library service points
- 10 Mobile libraries
- 2 Library Link vehicles

Services

Many of our core services, including books, information, and a range of multi media resources are well used by older people. However our libraries offer other services that have particular relevance to some older people.

These include:

- Home Library Service - The Home Library Service is provided to all customers who are unable by reason of age or disability, to get to a library service point and who cannot make satisfactory arrangements for library books to be changed by either relatives or friends. We currently provide the service for 1,415 individuals.
- Mobile Libraries operate in mainly rural settings throughout the county. The clientele is predominantly in the older people’s age range who may be in their own homes or in a variety of forms of supported housing.
- Computers with free Internet access - access to online transactions, information, including health information, learning and social networking.
- Adaptive technology and assistive software packages.
- Community History - the history and heritage of Lancashire is available through printed and online materials.
- Reminiscence - story boxes and activities which provide opportunities for people to talk about the past. For people with Alzheimer’s disease the act of reminiscence can be highly beneficial to their inner self and their interpersonal skills. The process of sharing memories helps individuals achieve a sense of wellbeing, integrity and self worth.
- Carers’ information and support
What we currently do

- Learning Opportunities: IT classes, Family History classes, Local History, and other activities
- Advice, Signposting and Information
- Social interaction e.g. coffee mornings and other social activities
- Friends of Libraries - opportunities for people to get involved in their local library
- Volunteering Opportunities - a variety of volunteering opportunities are available in libraries providing the chance to make new friends, participate in the community, increase job and career prospects and develop new skills, increase confidence and a sense of satisfaction and achievement. We currently have over 300 volunteers within our Library Service.
- Intergenerational Work - combined activities which bring older and younger people together and promotes greater understanding and respect for each other. For example, through activities such as storytelling, baby bounce and rhyme session and encouraging young people to offer computer support to older people in the library and other settings.
Partnerships

The Library and Information Service believes that one of the best and most effective ways to meet the needs of our communities is through working in partnership with other services and organisations. Historically we have developed strong partnership links with a number of organisations in respect of our work around older people. Age Concern and Help the Aged have been ‘key’ partners. We have worked closely with them to further engage older people in the Library and Information Service both in consultation and the use of the service. We will continue to nurture these invaluable partnerships as well as identifying new partners so that we can provide a more joined up and effective range of services which are relevant and appropriate for older people in the future.

Our partners include:

- Action for Blind People
- Adult Social Care
- Age Concern
- Carers organisations
- Children and Young People’s Services
- Colleges
- Community Safety Officers
- Deaf Groups
- Department for Work and Pensions (DWP)
- Fire and Rescue Service
- Galloway’s Blind Society
- Gypsy, Roma and Traveller Achievement Service
- Help the Aged
- Help Direct
- Lancashire Adult Learning
- Museums
- NHS
- Police
- Records Office
- Royal National Institute for the Blind
- Royal National Institute for the Deaf
- University of the Third Age
- Volunteer Services
- Welfare Rights
- Women’s Royal Volunteer Service (WRVS)
- Other Voluntary Community Faith Sector groups

Knit and Natter at Haslingden Library

The meeting was opened by the President of the Rossendale Lions. Other members of Rossendale Lions came along as either members or to show support.
What we have done so far

The Senior Management Team Champion, Strategic Manager, Communities and the Project Lead, Access to Services Senior Manager put together a Project Brief based on the 5 outcomes of Lancashire’s Strategy for an Ageing Population, *(see Appendix 3).*

An initial scoping meeting has been held which identified the following Action Plan.

<table>
<thead>
<tr>
<th>Task</th>
<th>Task Details</th>
<th>Who</th>
<th>When by</th>
<th>Progress update</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Map current services we provide for Older People</td>
<td>Access to Service and Performance Management Teams</td>
<td>September 2009</td>
<td>Mapping completed</td>
</tr>
<tr>
<td>2</td>
<td>Once the mapping exercise has been completed, identify areas of best practice and agree what should form part of a ‘core service.’ Ensure that these are applied consistently across the county.</td>
<td>Access to Service Team and SMT</td>
<td>January 2010</td>
<td>Mapping is being collated.</td>
</tr>
</tbody>
</table>
| 3    | a) Review the Home Library Service.  
   b) Mobile Library and Library Link services. | SM and Access Team | December 2009 | Review in progress.  
   SM and Access Team | March 2010 | Review in progress. |
| 4    | Consult with a cross section of Library and Information staff and seek their views and ideas about our services for older people. | Access to Service Senior Manager | December 2009 | Consultation taken place and recorded |
## What we have done so far

<table>
<thead>
<tr>
<th>Task</th>
<th>Task Details</th>
<th>Who</th>
<th>When by</th>
<th>Progress update</th>
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<tr>
<td>5</td>
<td>Identify ways in which we can consult with Older People in shaping our services. Those aged 50 or over who are working. This is a growing group which will need more flexible working, retirement and pension arrangements. Otherwise their needs are much the same as those of the rest of the working population. Those who are retired but fit, well and active. These people will want to make the most of leisure and learning opportunities, but will also want to contribute to their communities. Those who are frail. These people will have significant health problems and will need ongoing support from health, social care and other services. They will usually be in the small but growing 75+ age group.</td>
<td>Access Team and ‘key’ staff</td>
<td>June 2010</td>
<td>Some consultation has taken part. Organise consultation with Older People Reference Groups which are being established in the Districts. Use our Library User Survey comments. Other methods of consultation e.g. face to face/word of mouth.</td>
</tr>
<tr>
<td>6</td>
<td>Staff Participation - engagement, training and confidence building to deliver the service. Offer a comfortable and encouraging environment and support network.</td>
<td>Access Team and staff</td>
<td>Ongoing</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Identify the most effective way to publicise our services to older people.</td>
<td>Access Team and Marketing Team</td>
<td>Ongoing</td>
<td></td>
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How we contribute to the outcomes of Lancashire’s Strategy for an Ageing Population

1. Older people should have access to mainstream services
   - Provide access to good quality information - (face to face, telephone or web based) by working with Help Direct and the Customer Service Centre as well as other partners
   - Provide access to good quality materials such as Books, DVDs, Music, and Online resources.
   - Offer services which meet older people’s individual needs e.g. learning activities, social interaction, opportunities to volunteer, Home Library Service, Mobile Library Service for semi urban and rural areas.
   - Work in partnership with other organisations who work with older people e.g. Age Concern, Welfare Rights, Carers organisations, Police, Fire and Rescue Service, NHS, Welfare Rights and Home Improvement Agencies etc.
   - Provide learning opportunities where older people can develop their IT skills e.g. Silver Surfer classes, Computers Don’t Bite, UK Online etc.

2. Older people should be healthy and well
   - Create opportunity of social networks such as Reading Groups, Local History and Family History Groups, Friends of Libraries Groups etc.
   - Access to a range of activities including, Walk, Talk and Surf, Health Check Surgeries and health information, Information days, concerts and other performances
   - Access to reading, information and advice (as above)

3. Older people should feel safe and supported
   - Libraries provide a friendly and safe atmosphere free from any discrimination.
   - Libraries provide good quality information and signpost carers and older people to relevant advice and support groups.

4. Older people should have the opportunity to make a positive contribution.
   - Create opportunities for older people to build links with younger people through intergenerational activities in libraries.
   - Establish Older People’s forums so that older people can play an active part in decision making for library services.
   - Develop ‘Friends of Libraries’ Groups where people can have their say and contribute to supporting their local library
   - Offer volunteering opportunities in libraries. This can include volunteering opportunities for older and younger people to work together.
   - Older people can enjoy library services for longer and share their skills and experience.
What else do we need to do

It is clear that greater emphasis is still being placed on the needs of children and young people (via the *Every Child Matters* agenda, for example) Therefore we need to mount strong arguments as to why resources are required to develop better provision for older people. One key step in this process is to gather evidence of the impact that our services are having.

As well as recording the numbers using libraries and attending relevant events and activities, we need to gather more evidence of the impact of this work. There are an increasing number of tools we can use to do this some of which are mentioned in Appendix 4.

Our society is diverse in terms of cultural background, sexual preference, education and training, life chances and skills. All these sections of society are ageing, so we need to look at older people as a diverse group - made up of all these others.

Although we already offer a fairly comprehensive service for older people at whatever stage of their life they are at, we will;

- Continue to consult and engage with older people to ensure our service continues to be relevant and appropriate for older people’s needs.
- Identify ways that we can encourage more people who are 50+ to use our services.
- Identify best practice locally and nationally and ensure a consistency of service across the county.
- Ensure that older people are included in all library developments, for instance, new technology. Some older people may initially need extra support to access these opportunities - new catalogue browsing software or book and music downloads, for example - but technology can be especially beneficial to their needs. A newer generation of older people will be even keener than the last to participate in these developments.
- Help different generations to keep in touch with one another through digital inclusion projects.
- Look at joint services within Cultural and Community Services. Link in to the forthcoming Culture Strategy and identify ways that the different services can work jointly and more efficiently to ensure that older people have services that are valuable and relevant to them.
- Develop a ‘package’ for Health and Social Care joint commissioning unit which they would want to commission from us.
- Nurture and develop further our links with the rest of the Services in Adult and Community Services Directorate, other Directorates and partners. Explore more opportunities for joint working, and more effective use of resources.
- Collaborate even more effectively with other agencies, including health care and charities, to extend the reach of the library and enhance the quality of customers’ lives e.g. Reminiscence projects, Health Literacy, Bibliotherapy etc.
What else do we need to do

- Explore further how we can take IT out to housebound people’s homes where required.
- Encourage ‘virtual’ reading groups.
- Work with partners, volunteers, to explore ways we could transport our Home Library Service customers to the library for social activities.
- Develop new, and strengthen existing partnerships to ensure the most effective use of resources and a seamless service for older people. Libraries can reach more people by working in partnership with other agencies. We can offer a gateway to much specialist information and activities, for example, information on health, making wills and leisure activities.
- Working with partners to be a one stop shop to help people in mid-life to look forward and plan ahead earlier for their longer lives
- Take on board the other actions mentioned in this strategy.
- Review the strategy regularly to ensure its relevance.

- See Appendix 5 - Action Plan for 2010 - 2015

Our vision for the next 5 to 10 years is to have a Library and Information Service that will be welcoming and relevant to the wide variety of expectations that older people in Lancashire have. That libraries will be a place in the community that older people will want to engage with, in whatever way they choose, and they will see libraries as a valuable resource within their community.

Gill Irvine
Access to Services Senior Manager,
Lancashire County Library and Information Service
APPENDIX 1

Other Key Policy Documents

Framework for the Future (The Government's long-term strategic vision for the role of public libraries), states that:

“In an ageing and more diverse population, and chronic inequality across socio-economic groups; the public library services must demonstrate their relevance.”

“Library authorities need to achieve excellence, reaching all ages and backgrounds and offering a wide range of resources and services tailored to local needs.”

‘Libraries have a long tradition of offering services to people who are housebound and those in residential care.’


The Personalisation Agenda

‘Sustainable Communities: People Places and Prosperity’ (ODPM): is a long-term vision for an area and its people. It aims to create a sustainable community by addressing economic, social and environmental needs.

Putting People First: a shared vision and commitment to the transformation of adult social care (DOH, 2007) commits central and local government to the transformation of adult social care
## 2008/2009 Lancashire County Library Population and Membership Figures

### Population and Membership Figures by Age Group

<table>
<thead>
<tr>
<th>Age group</th>
<th>Data name</th>
<th>0-4</th>
<th>5-9</th>
<th>10-14</th>
<th>15-19</th>
<th>20-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65-74</th>
<th>75+</th>
<th>(blank)</th>
<th>Total</th>
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<tbody>
<tr>
<td>Population</td>
<td>66,300</td>
<td>63,600</td>
<td>71,500</td>
<td>80,200</td>
<td>80,900</td>
<td>128,200</td>
<td>167,200</td>
<td>158,900</td>
<td>149,600</td>
<td>107,500</td>
<td>95,100</td>
<td>-</td>
<td>1,169,000</td>
<td></td>
</tr>
<tr>
<td>Total borrowers</td>
<td>23,681</td>
<td>43,738</td>
<td>50,514</td>
<td>38,637</td>
<td>59,235</td>
<td>80,292</td>
<td>81,682</td>
<td>56,136</td>
<td>52,206</td>
<td>39,853</td>
<td>32,376</td>
<td>195</td>
<td>558,546</td>
<td></td>
</tr>
<tr>
<td>Active borrowers</td>
<td>13,812</td>
<td>26,727</td>
<td>23,136</td>
<td>9,846</td>
<td>8,993</td>
<td>18,908</td>
<td>28,982</td>
<td>23,065</td>
<td>28,141</td>
<td>25,363</td>
<td>21,247</td>
<td>4,302</td>
<td>232,522</td>
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### Percentages by Age Group

<table>
<thead>
<tr>
<th>Data name</th>
<th>0-4</th>
<th>5-9</th>
<th>10-14</th>
<th>15-19</th>
<th>20-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65-74</th>
<th>75+</th>
<th>(blank)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total borrowers as % population</td>
<td>36%</td>
<td>69%</td>
<td>71%</td>
<td>48%</td>
<td>73%</td>
<td>63%</td>
<td>49%</td>
<td>35%</td>
<td>35%</td>
<td>37%</td>
<td>34%</td>
<td>48%</td>
<td></td>
</tr>
<tr>
<td>Active borrowers as % population</td>
<td>21%</td>
<td>42%</td>
<td>32%</td>
<td>12%</td>
<td>11%</td>
<td>15%</td>
<td>17%</td>
<td>15%</td>
<td>19%</td>
<td>24%</td>
<td>22%</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>Active borrowers as % total borrowers</td>
<td>58%</td>
<td>61%</td>
<td>46%</td>
<td>25%</td>
<td>15%</td>
<td>24%</td>
<td>35%</td>
<td>41%</td>
<td>54%</td>
<td>64%</td>
<td>66%</td>
<td>42%</td>
<td></td>
</tr>
</tbody>
</table>

### Notes

1. The age range is 5 years for those under 25, but 10 years for those aged 25 and over
2. Total membership as % population is higher for younger members (and are exaggerated by UCLAN members for the student 20-24 age group)
3. Active membership as % total membership is higher for the younger and older extremes of the age group ranges
4. Active membership as % total membership reaches 66% for the 75+ age group and 64% for the 65-74 age group
5. Active membership does not include use of PNet - these figures are not yet available by age range

Population figures are from the 2008 mid year estimates
Total membership figures are from the Talis borrower database date April 2009
Active membership figures are from the Talis transaction data April 2008 - March 2009 (ie borrowing from the library service at least once during the year)
Lancashire County Library and Information Service

Title of Project: Services to Older People

1) Background and Business Case
The population of Lancashire is changing dramatically. The number of older people (defined as 50+) is increasing, particularly those living to an advanced age of over 85. Figures show that this trend will continue over the next 20 years.

As a service we will need to respond to the changing needs of an ageing society.

People are living longer and healthier active lives and have a wide variety of needs and aspirations which include:

- Mental Wellbeing
- Physically active
- Want to be involved and contribute
- Social aspect

As well as the various National Drivers which are emphasising the importance of developing our provision of services for Older People, there are the Corporate Drivers such as Lancashire’s Strategy for the Ageing Population, and the LAA, which has a specific ‘Block’ focusing on Older People.

The LCLIS service plan states that one of our priorities is to “Develop and improve services for older people in order to ensure that older people and people with disabilities have access to an equal level of library and information service across the county. We are required to “Develop a strategy for older people which includes reviewing the Home Library Service, mobile library service, Library Link, and libraries involvement in the Gateway project which aims to signpost people with lower level needs to the appropriate support”.

The Lancashire Strategy challenges stereotypes which present older people as highly dependent, frail, in poor health and out of touch with modern life. The Strategy has been shaped by the priorities that older people have identified and demonstrates that:

- Most older people are active and healthy.
- Many play a ‘key’ role in local voluntary and community groups, or are continuing work.
- Many enjoy sport and leisure activities.
- Many are very much in touch with modern life, using computers and other forms of technology every day.
2) Project Definition

a) Objectives
1. Base any plan around the five outcomes in the county strategy:
   a. Older people should have sufficient financial security to maintain their quality of life and wellbeing.
   b. Older people should have access to mainstream services
   c. Older people should be healthy and well
   d. Older people should feel safe and supported
   e. Older people should have the opportunity to make a positive contribution

2. Ensure that linkage is made to other existing strategies – eg community engagement strategy; information strategy

3. To define the groups of people we are dealing with within the age group – a market segmentation exercise

4. Define a core offer for older people which is applied consistently across the county

5. Identify and extend areas of best practice

6. Engage older people in the design, delivery and management of services

b) Scope
- Research services delivered in other authorities
- Consult with older people
- Consult with staff
- Map and evaluate current services
- Recommend priorities and best practice
- Review Home Library Service and Library Link – complete the review and make recommendations
- Identify partners

c) Constraints
- Finance/resources
- Staff - Staff time/priorities/attitudes/skills/staff ‘buy in’/staff motivation
- Older people’s issues are very often younger people’s as well
- Definitions of older people
- Publicity
- Links with other agencies – do they know what we do?
- Accessibility
- Consistency
- Partner Priorities e.g. LAL – change of policy
Not all areas are the same – some Districts have more Older People than others

Huge County service

Knowing what older people in the local communities want

Opening hours – are they appropriate?

d) Assumptions

That we need a Strategy
That all older people want the same service/things
That 50+ are using the services (only 20%)
That we have what people want
All older people are the same with the same requirements – patronising
E.g. all have mobility/health issues
Libraries have something to offer to everyone
Older People are IT illiterate
Older People are passive
That money is available
That people really know about our services and what we offer
That the majority of older people use us

3) Implications for other parts of the business

Partnership working with other services within Adult and Community Services;
Time and resources currently used elsewhere?
Change in staff roles
Culture change for staff

4) Quality Expectations

Core offer defined, then tailored to needs of local community
Consistent service across the county

5) Reporting Arrangements

Quarterly reports required by Directorate SMT.
Detailed progress/status reports required quarterly for Libraries SMT and Director of Community Services.

Gill Irvine
Project Manager

Denis Whitham
Project Sponsor

4th August 2009
Tools to help us evaluate the work we're doing include:

- **PLUS** - The Public Library Users Survey (and its companion-surveys, such as Community PLUS, a resident's survey conducted by post or telephone; and ePLUS, the survey of the use and value of ICT in libraries) assesses library users’ views of services and can be used to help evaluate provision for older people – and the gaps in it.

- **Inspiring Learning for All** - a toolset for measuring Generic Learning Outcomes, the five areas where libraries can make an impact – 'knowledge and understanding', 'skills', 'activity, behaviour and progression', 'enjoyment, inspiration and creativity', 'attitudes and values'.

- **Generic Social Outcomes (GSOs)** - GSOs aim to describe and evidence the impact of museums, libraries and archives on service users and communities; 'stronger and safer communities', 'Health and Wellbeing', and 'strengthening public life.'

- **LAA** – contribution to NI 138 (Satisfaction of people over 65 with both home and neighbourhood) and NI 139 (People over 65 who receive the information and support needed to exercise choice and live independently).

- The Laser Foundation Libraries Impact Project Report (2005) includes a methodology for measuring impact on older people and a useful template for a survey of their needs

- Consultation & feedback, both formal and informal.
# Strategy for Library and Information Services for Older People in Lancashire
## Action Plan 2010 - 2015

<table>
<thead>
<tr>
<th>Task</th>
<th>Task Details</th>
<th>Who</th>
<th>When</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Target Audience</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Older housebound people</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td>Write new guidelines and procedures and review existing SLA with WRVS</td>
<td>Strategic Manager Communities and Access to Services Senior Manager</td>
<td>By January 2010</td>
</tr>
<tr>
<td></td>
<td>Complete Home Library Services review and implement</td>
<td>Strategic Manager Communities, Access to Services Senior Manager and Access Team</td>
<td>By June 2010</td>
</tr>
<tr>
<td></td>
<td>Look at ways to promote the service more fully through publicity, outreach etc.</td>
<td>Access to Services Senior Manager and Marketing Team</td>
<td>Ongoing</td>
</tr>
<tr>
<td></td>
<td>Recruit more volunteers if required depending on increased take up service</td>
<td>Access Services</td>
<td>Ongoing from January 2010</td>
</tr>
<tr>
<td><strong>Older people in care</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Map existing provision</td>
<td>Access to Services Senior Manager</td>
<td>By June 2010</td>
</tr>
<tr>
<td></td>
<td>Consult on service development</td>
<td>Access to Services Senior Manager</td>
<td>By September 2010</td>
</tr>
<tr>
<td>Task</td>
<td>Responsible Party</td>
<td>Deadline</td>
<td></td>
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<tr>
<td>---------------------------------------------------------------------</td>
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</tr>
<tr>
<td>Examine level of provision given by other agencies and the need for partnership working to meet demand.</td>
<td>Access to Services Senior Manager</td>
<td>By October 2010</td>
<td></td>
</tr>
<tr>
<td>Investigate further partnership work and commissioning opportunities for more Reminiscence collections /sessions and reading aloud activities</td>
<td>Access Team and Health and Social Care</td>
<td>By December 2010</td>
<td></td>
</tr>
<tr>
<td>Recruit volunteers to help with reminiscence session and reading aloud activities in Homes and Day Services</td>
<td>Access to Services Senior Manager to liaise with staff and Volunteer Services Officers</td>
<td>By March 2011</td>
<td></td>
</tr>
</tbody>
</table>

**Older People in Rural Areas**

<table>
<thead>
<tr>
<th>Task</th>
<th>Responsible Party</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review the Mobile Library Service.</td>
<td>Strategic Manager Communities and Access to Services Senior Manager</td>
<td>March 2010</td>
</tr>
</tbody>
</table>

**Older people with disabilities**

<table>
<thead>
<tr>
<th>Task</th>
<th>Responsible Party</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Map existing service provision</td>
<td>Access Team</td>
<td>By June 2010</td>
</tr>
<tr>
<td>Respond if any gaps in provision where feasible</td>
<td>Access team</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Consult on current and future provision</td>
<td>Libraries through Public Library User Survey</td>
<td>By December 2010</td>
</tr>
</tbody>
</table>
### Older people from Black & Minority Ethnic (BME) Groups

<table>
<thead>
<tr>
<th>Action</th>
<th>Team</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Map existing service provision</td>
<td>Access Team</td>
<td>By June 2010</td>
</tr>
<tr>
<td>Consult with relevant groups to establish their needs</td>
<td>Access Team</td>
<td>By December 2010</td>
</tr>
<tr>
<td>Implement the findings of consultation where possible.</td>
<td>Access to Services Senior Manager</td>
<td>Start March 2011</td>
</tr>
</tbody>
</table>

### Active and healthy older people

<table>
<thead>
<tr>
<th>Action</th>
<th>Team</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consult on current and future provision</td>
<td>Libraries through Public Library User Survey</td>
<td>By December 2010</td>
</tr>
<tr>
<td>Implement the findings of consultation where possible.</td>
<td>Access to Services Senior Manager</td>
<td>Start March 2011</td>
</tr>
</tbody>
</table>

### Generally

<table>
<thead>
<tr>
<th>Action</th>
<th>Team</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promote existing and develop new reading groups for older people.</td>
<td>Access and Reading and Learning Development Teams</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Develop more intergenerational activities</td>
<td>Access Team, Reading and Learning Development, Community History Managers and Children and Young People Teams</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Other Supporting Actions</td>
<td>Access Team and Performance Management</td>
<td>By Date</td>
</tr>
<tr>
<td>----------------------------------------------------------------------------------------</td>
<td>----------------------------------------</td>
<td>--------------------------------------</td>
</tr>
<tr>
<td>Investigate to what extent older customers make use of our library</td>
<td>Access Team and Performance Management</td>
<td>By April 2010 and ongoing</td>
</tr>
<tr>
<td>Determine appropriate data collection of information specific to older people</td>
<td>Access and Performance Management Teams</td>
<td>By March 2010</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Consultation and Community Engagement</th>
<th>Access Team</th>
<th>By Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analyse results from previous surveys and implement findings where feasible</td>
<td>Access Team</td>
<td>By September 2010</td>
</tr>
<tr>
<td>Undertake further consultation with lead providers and Older People groups/forums.</td>
<td>Access to Services Senior Manager and Team</td>
<td>Start April 2010 ongoing</td>
</tr>
<tr>
<td>Develop more volunteering opportunities within our libraries</td>
<td>Access to Services Senior Manager and The Volunteering Hub</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Explore other opportunities for engaging and involving older people e.g. Friends of Libraries Groups, Forums etc.</td>
<td>Access to Services Senior Manager, Big Lottery Project Manager and Branch Managers</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>
## Networking and Partnerships

<table>
<thead>
<tr>
<th>Task</th>
<th>Owner</th>
<th>Start Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Link in to Joint Commissioning Services (NHS and Social Care) Create a package which we can offer which they would want to commission.</td>
<td>Strategic Managers and Access to Services Senior Manager</td>
<td>February 2010 onwards</td>
</tr>
<tr>
<td>Work in partnership with relevant services and organisations to ensure a 'joined up approach' and make more effective use of resources</td>
<td>As above and other partners</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Link in to the new Culture Strategy. Work in partnership with other Cultural and Community Services and identify how we can work jointly to achieve relevant and excellent services for older people.</td>
<td>Strategic Managers and Access to Services Senior Manager</td>
<td>April 2010 onwards</td>
</tr>
<tr>
<td>Ensure all our libraries know which organisations in their area are concerned with older people. Maintain contact with; • all council services working with older people • all organisations working with older people • care establishments and day centres</td>
<td>Access Team and Branch Managers</td>
<td>Start January 2010 - ongoing</td>
</tr>
<tr>
<td>Encourage more older people's organisations and groups to use the library for activities and meetings</td>
<td>Access Team and Branch Managers</td>
<td>Start February 2010 - ongoing</td>
</tr>
</tbody>
</table>
## Resources

<table>
<thead>
<tr>
<th>Activity</th>
<th>Responsible</th>
<th>Start/End</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assess most effective use of resources - more joined up working and partnerships (as above)</td>
<td>Access to Services Senior Manager</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Investigate and secure external funding for special projects</td>
<td>Access to Services Senior Manager</td>
<td>Start April 2010 - ongoing</td>
</tr>
</tbody>
</table>

## ICT

<table>
<thead>
<tr>
<th>Activity</th>
<th>Responsible</th>
<th>Start/End</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop a programme of courses using external providers where possible.</td>
<td>Access to Services Senior Manager</td>
<td>Start April 2010</td>
</tr>
<tr>
<td>Develop more informal classes and support provided by staff and volunteers</td>
<td>Access, Reading, Learning Development and Information Services Teams</td>
<td>Start March 2010 and ongoing</td>
</tr>
</tbody>
</table>

## Information Needs

<table>
<thead>
<tr>
<th>Activity</th>
<th>Responsible</th>
<th>Start/End</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ascertain the information needs of older people.</td>
<td>Access Team and Information Services Team and External providers</td>
<td>Start April 2010 ongoing</td>
</tr>
</tbody>
</table>

## Training

<table>
<thead>
<tr>
<th>Activity</th>
<th>Responsible</th>
<th>Start/End</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff receive training on working with older people and are encouraged to make suggestions for improving our services.</td>
<td>Access to Services Senior Manager and Access Team</td>
<td>Rolling programme from March 2010</td>
</tr>
</tbody>
</table>
### Partnership Working

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Responsible Parties</th>
<th>Start Date</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify key partners to help promote, support and deliver library services to older people.</td>
<td>Access to Services Senior Manager and Team</td>
<td>Start April 2010</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Seek funding opportunities through partnership working</td>
<td>Access to Services Senior Manager and Project Officer</td>
<td>Start March 2010</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>

### Champions within the Service

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Responsible Parties</th>
<th>End Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify champions for Older People from within the Service</td>
<td>SMT, Area Managers, Access to Services Senior Manager</td>
<td>By May 2010</td>
</tr>
</tbody>
</table>

### Communications/Marketing

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Responsible Parties</th>
<th>Start Date</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ensure library leaflets and information is available in appropriate formats and information is updated on the website.</td>
<td>Access Team and Marketing Officer</td>
<td>Start January 2010</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Produce leaflets on library services relevant to older people</td>
<td>Access to Services Senior Manager</td>
<td>Start January 2010</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Link with existing service providers and organisations to promote our services</td>
<td>Access to Services Senior Manager and Team</td>
<td>Start January 2010</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>