

Equality Impact Assessment Record

Date of EIA 13th October 2008
 Directorate Chief Executive's Office

Initial Screening Record	
Activity to be assessed	Adding Life to Years – A Strategy for Older People
What is the activity?	* <input type="checkbox"/> Policy/strategy <input type="checkbox"/> Function/procedure <input type="checkbox"/> Project <input type="checkbox"/> Review <input type="checkbox"/> Service <input type="checkbox"/> Organisational change
Is it a new or existing activity?	* <input type="checkbox"/> New <input type="checkbox"/> Existing
Aim / objective / purpose of the activity – who is the activity designed to benefit/target?	The purpose of the activity is to: Raise awareness of the implications of growing older/an ageing population; review our understanding of the needs and aspirations of local older people; enhance quality of life and opportunities for older people in the Borough. The activity is designed for: Older People (50 years +)
Who is responsible for the activity?	The person/section/team responsible for this policy/function is: Victor Nicholls, Assistant Chief Executive
Did Step 1: Initial Screening indicate that a full EIA was necessary?	* <input type="checkbox"/> Yes – full EIA completed and recorded below. <input type="checkbox"/> No – full EIA not completed therefore record ends here.
Full EIA Record	
Who are the members of the EIA team?	Chief Executive's Office
What evidence has been found to indicate that the activity might need to be amended? (Include any consultation undertaken)	In order to continue to provide relevant opportunities and services for older people, BFC must plan for the changing demographics of its population. Evidence collected from ONS predicts a significant increase in the numbers of older people in Bracknell Forest by 2021. At the same time, the traditional model of care is being updated; moving towards preventative measures, personalisation of services, independence and empowerment of individuals. Additional strategies have identified the needs of older people as a priority for the Borough. A brainstorming workshop was held with a variety of organisations that have contact with older people and a wide consultation was run between December 2007 and February 2008 targeting over 500 organisations that have contact with older people. The response generally welcomed a more strategic approach to meeting the needs of older people. Respondents emphasised their desire to be treated as individuals, with understanding, fairness and respect and highlighted the importance of social networks and recognition of the contribution that older people can make to the community. All of this evidence has been taken into account in the development of the strategy.
With regard to the equalities themes, which groups might be impacted by the activity? Might any of these groups be impacted adversely ?	Groups Impacted
	<input type="checkbox"/> Race and ethnicity <input type="checkbox"/> Disability <input type="checkbox"/> Gender <input type="checkbox"/> Age <input type="checkbox"/> Sexual Orientation <input type="checkbox"/> Religion or belief
	Groups impacted adversely
	<input type="checkbox"/> Race and ethnicity <input type="checkbox"/> Disability <input type="checkbox"/> Gender <input type="checkbox"/> Age <input type="checkbox"/> Sexual Orientation <input type="checkbox"/> Religion or belief

What evidence is there to suggest an impact/adverse impact?	Because the strategy is targeted towards such a large section of the community, it is likely that all groups will be impacted. As the strategy is targeted towards older people (50 years +), it will have a limited impact on the younger community (50 years -).	
On what grounds can impact or adverse impact be justified?	The impact on younger people can be justified because the strategy is targeted towards a specific group with identifiable needs and aspirations that require provision.	
Is there any current action that addresses issues for any of the groups impacted/adversely impacted?	<p>The strategy makes clear reference to the equality groups and associated issues that are relevant to the target group. The strategy outlines a wide variety of current opportunities alongside areas to be developed over the next 3 years.</p> <p>In addition, some of the likely programmes and actions may involve younger people; helping to make them aware of the needs of older people; and encouraging older people to work with the younger community, for example in schools. Also, if older people are better served it will support their families (50 -); enabling them to have greater opportunities and flexibility. In such cases, the strategy has the potential to enhance community cohesion and thus benefit people of all ages.</p>	
What changes will you make to the activity reduce or remove any differential/adverse impact?	<ul style="list-style-type: none"> - Further research into the demographic profile of older people in the Borough (e.g. proportion of men/women, disabled older people etc) and take up of services by these groups to inform the strategy and ongoing targeted work. - Linking to the Community Cohesion Strategy and Equality Schemes under section 4 of the strategy. - The strategy should include actions to monitor the satisfaction of older people with the area, opportunities and services by equality groups. - Engage with relevant equality groups during the public consultation of the strategy. 	
Into which action plan/s will these actions be incorporated?	Strategy for Older People Action Plan	
Who is responsible for the action plan?	Chief Executive's Office	
Have any examples of good practise been identified as part of the EIA?	No	
Has the EIA been published on the Council website?	Yes	
Who is the relevant Chief Officer and have they signed off the EIA?	Victor Nicholls	
Which PMR will this EIA be reported in?	Chief Executive's Office – Quarter 3, 2008/09	