

## WORCESTERSHIRE LOCAL AREA AGREEMENT 2008-11 DELIVERY PLAN

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### SUMMARY

Theme	Priority	Theme Group	Management Group Lead	Partners	Cross-Cutting Theme
Stronger communities	To reduce levels of inequality within the community	Poverty Task Group	Trish Haines, Worcestershire County Council	Pension Service, Worcestershire County Council, District Councils, CAB, Age Concern (Redditch & District), Help the Aged, H&W Fire and Rescue Service, Oldington & Foley Park Pathfinder, North Worcestershire Disability Information & Advice Line (DIAL)	Promoting community cohesion

Indicator	Description	Baseline	2008/09 Target	2009/10 Target	2010/11 Target	Target	Indicator Lead
LI3	Successful new claims generated for pension credit, (as a percentage of population of pensionable age)	2,309 (3 year mean from 2005)	N/A (deferred target)	N/A	2,700	Local	Claire Parry, Pension Service

## CONSIDERATIONS

Is this priority dependant on any other LAA priorities?	LAA Priority	Theme Group	Arrangement for managing dependency
	NI 142	CHOG / Health & Well Being Theme Group	Not a dependency but close links between both theme groups (e.g. reporting of performance, identifying opportunities for joint delivery) will be maintained to ensure that vulnerable people identified through the delivery of NI 142 are also claiming the benefits to which they are entitled.
	NI 187	CHOG / WPEG	Not a dependency but close links between both theme groups (e.g. reporting of performance, identifying opportunities for joint delivery) will be maintained to ensure that older people who are encouraged to take up the benefits to which they are entitled are also living in energy efficient homes.

<p><b>Have equality and diversity considerations been made?</b></p>	<p>This indicator specifically targets older people living in poverty, who are particularly vulnerable members of the community. Delivery will be targeted at certain groups according to robust evidence of need. This may, for example, highlight certain age groups within the pensionable age range or older people living in certain parts of the county that are less likely to be in receipt of the benefits to which they are entitled, e.g. over 85s in the Redditch area. Particular attention will also be paid to the needs of older people living in rural areas, who suffer from financial exclusion as a result of a lack of access to services.</p> <p>Representatives from the voluntary and community sector have led on the development of this indicator and delivery plan and will play a key role in ensuring that the activity undertaken addresses the needs of the most vulnerable members of the community. Their local intelligence and trusted reputation in certain communities will be a valuable source of information about and access to older people who are not taking advantage of statutory services, such as benefits advice, by themselves.</p>
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	<b>Risk</b>	<b>Current Impact</b>	<b>Current Likelihood</b>	<b>How managed</b>
<b>What are the significant risks associated with this priority?</b>	Lack of capacity within the Pension Service to respond to and process increased numbers of enquiries from older people	Medium	Medium	Local Pension Service represented on working group – the service has identified the issue and its recent impact and is managing demand
	Lack of quality referrals to Local Pension Service	Medium	Medium	Further pathways explored to increase number of potential referrals and criteria shared amongst partners to increase eligibility for pension credits

<b>Is this priority delivered through or dependant on any other policy, plan or strategy?</b>	<b>Policy, plan or strategy</b>	<b>Responsible Theme Group or organisation</b>	<b>Arrangement for managing dependency</b>
	N/A	N/A	N/A

<b>What arrangements are in place for managing performance of this priority?</b>	In the first instance, the LAA working group for this indicator will report performance on a quarterly basis to the full Poverty Task Group who will, in turn, report to the Performance Management Task Group and WP Management Group (via the Task Group Chair) as appropriate. This will allow any performance below expected levels to be identified in a timely manner and to be addressed before targets are missed.
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## ACTIVITY PLAN

Activity is being developed through the Poverty Task Group to help meet this target and includes evaluation of take-up campaigns and customer feedback as well as links to health.

Action	Who	Milestones / Success Measure	When	Resource Implications	Commentary
Promote available benefits to older people and provide information on eligibility criteria and how to claim	Claire Parry, Local Pension Service	Improved awareness of campaign amongst pensioners	September 2009	Funding for leaflets and cost of delivery	
Support older people to claim benefits, e.g. completing application forms, providing required evidence	Sue Moreve, Age Concern Redditch & District	Increased support offered to pensioners	December 2009	Increased numbers of volunteers within advice and support organisations	
Refer older people to benefits information and support at the Local Pension Service through the Worcestershire Signposting Service	Sue Keating, Hereford & Worcester Fire and Rescue Service	Increase in number of pensioners referred through the Signposting Service	December 2009	Additional training for front line staff in benefits administration and completion of forms	
Refer older people and carers to benefits information and support through Supporting People older people's services and Age Concern	Kate Gallant, Rooftop Housing Group	Increase in number of pensioners referred through the support services	July 2010	Additional training for front line staff in benefits administration	All new referrals to support services to be either directly benefit checked or referred to Local Pension Service
Evaluate 2009 "Are you missing out?" benefits campaign	Claire Parry, Local Pension Service	Improvements made to future campaigns	December 2010		

Action	Who	Milestones / Success Measure	When	Resource Implications	Commentary
Benefit checks to be offered to all individuals over the age of 60 approaching the bureau as a matter of course.	Malvern Hills District CAB	Outcomes recording on CASE : <i>no of clients gained entitlement to pension credit</i>	2010-11	Training for all staff  Cost of bespoke computer calculator	Currently in progress – core activity
Media work to promote benefit take up  Benefit take up campaign aimed at older clients	Malvern Hills District CAB	Aim at 1 campaign per year	2010-11	Materials / allocation of staff	Core activity  Target rural areas of Malvern
Pension Credits advice is giving to qualifying clients through maximising income calculations	Redditch CAB	Unfortunately we can't help them complete forms as resources do not allow this	On-going	Would require a paid member of staff to support clients for this work	We undertake a maximising income check for all clients presenting at the Bureau but can only support the most vulnerable of these at any time
Independent advice to service users aged over 60 on Welfare Benefits, including pension credit, DLA, AA etc. E.G. Income Maximisation, help with making claims.	Worcester CAB & WHABAC  All generalist advice staff – specialist welfare benefits advisors,	354 enquiries dealt with regarding Pension Credit during 2008/9	Ongoing	Volunteer advisers and specialist case workers. IT, Admin. support and supervision	C.30% of all service users are aged 50+, 9% are 65+

<b>Action</b>	<b>Who</b>	<b>Milestones / Success Measure</b>	<b>When</b>	<b>Resource Implications</b>	<b>Commentary</b>
Older Persons Outreach (inc. home visits) Service for Welfare Benefits Advice.	Worcester CAB & WHABAC  Older Persons Outreach Worker	360 service users received assistance (including group work to encourage benefit take-up)	Ongoing	Outreach Worker IT, Admin. support and supervision	Service part funded by Worcs. CC but uncertain after March 2010.
Free benefits check leaflets	Wyre Forest CAB  All advice staff	Record of successful claims	On going	None at present	
Recently employed new benefits caseworker to deal with new claims and appeals	Wyre Forest CAB  Specialist caseworker	Record of successful claims	On going	None at present	This person is already fully booked until the end of the year and if funding does not continue then we will struggle to contribute to this