

Please email your response to evidence@cpa.org.uk by **14th November 2014**.

This is not a questionnaire. The questions included are for guidance and to act as a prompt. It is not necessary to answer all of the questions or even to use this form to submit your evidence if you find it more convenient not to do so.

The role of local authorities in preparing for the opportunities and challenges of an ageing society.

The Centre for Policy on Ageing has been commissioned by the Local Government Association (LGA) to undertake a call for evidence on the role for Local Government in respect of an ageing society. A cross-cutting Task and Finish group has been established by LGA to consider the opportunities and challenges that an ageing society presents and how local authorities might prepare themselves in the immediate and longer term to respond to these. The intention is for this programme to be completed and its report published by March 2015.

We would welcome your views on the contribution that Local Government can offer, and the changes Local Government should make, to adjust to their local ageing communities and to maximize the opportunities for local citizens and communities to age better. It would be helpful if you can cite examples where you are aware of good or innovatory practice

Section A

Person answering the call for evidence

Name:	Cat Hayward and Trustees
Role or Job Title:	CEO
Organisation:	Age Uk Birmingham
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Telephone no (optional):	

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Section B

The questions that follow are for guidance and to act as a prompt. It is not necessary to answer all of the questions or even to use this form if you find it more convenient not to do so. We are also happy to receive local reports and evaluations where appropriate.

The call is particularly interested in looking beyond traditional 'care and support' services to strategies that improve older-age quality of life, provide an age-friendly environment and include 'prevention' measures that promote healthy ageing in place.

We would like to hear of any innovative and groundbreaking work that you are doing, or planning to do. Examples may come from any area including strategic planning, commissioning, service design and delivery or activities developed in partnership with local networks of older people and communities.

1. *What are the main benefits to your community with regard to an ageing society?*

A huge depth of experience and knowledge that should be utilized more. Experience that is not fully explored or utilized. It may be necessary to divert funds to this end

2. *What are the key issues for your community with regard to an ageing society?*

Diversity of the needs of older people include

Combating Isolation

Relieving Pensioner poverty

Warm homes

Suitable day opportunities for the varying needs of the entire range of older peoples ages

Shortfall in care for an aging population

Objective Information and Advice

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3. *In your opinion or from your perspective - are local authorities important as contributors to a society adjusting to an ageing population? In what ways can they contribute? What should they do?*

Clearly BCC is under severe financial pressure which is having significant effects on the viability of the 3rd sector.

Age UK Birmingham has lost most of its funding and is expecting to lose all. This has particularly damaged I/A and Day services for older people.

Crossroads Care Birmingham and Solihull established in 1984 has recently gone into administration because it remained very reliant on local authority funding

But BCC remains a major player in strategy and joint agency work while also having to down size its own services with a significant impact on older disabled and vulnerable people. They can be catalysts to agencies within their respective areas

4. *If you are not part of a local authority - How might local authorities complement and support your work and what might you envision or what are your particular hopes for local government to achieve?*

They should take a lead in many joint initiatives as by their nature they are multi purpose.

It would be excellent if all 3rd sector bodies could be involved in joined up service planning rather than the recipients of tenders when strategy has been decided.

You may remember the Norfolk windmill? Authorities plan and populations are then consulted and receive and unfortunately the outcome is sometimes expensive inappropriate unevaluated delivery.

As Prof. Glasby says we have been preaching Integration since 1948!!

But the other weakness is the lack of learning from examples of good practice.

So LAs might work more closely with other sectors including local universities to use resources to plan and promote good practice rather than pull in budgets to maintain their own inefficient services. They should commission not provide and encourage provider consortia.

But is cheaper best big business can often under cut the third sector but do they deliver as effectively?

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5. *How do local authorities need to adapt to enable older people to achieve their full potential?*

*More accessible to the community – more involved and not let their activities be cluttered by red tape.
Respond to community wishes not dictate what they can supply. Maybe if given adequate powers Health and Well being boards really could change the landscape. Amalgamate Health and LA budgets for Health and Social Care. Scrap Better Care funds in their present form or make them easier to access. Joint budgets should be the major budgets not the rump.*

6. *What are the key challenges facing local government in respect of health and social care as a result of population ageing? What needs to change (structurally, culturally or financially) to enable local government to tackle these challenges in cooperation with health and other partner organisations?*

*Aim to cut boundaries between different agencies to eliminate duplication. More joint back room staff.
Make evidence based prevention real.
Make training and registration of care services in all sectors statutory.
Make joint planning statutory.
Fully merge all budgets*

7. *How is an 'ageing' strategy being developed in your area? What are the personnel, structures and processes necessary to support that strategy? What are the means by which 'buy-in' and engagement with the strategy are achieved? How is the strategy informed by the needs and aspirations of older people and how is integration achieved between officers and members and local authorities and partner organisations in the health and voluntary sectors?*

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There is still a long way to go. There is need for one organization to take the lead

[If a strategy document exists please attach it].

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8. *If you are within a local authority – What are the governance arrangements on ageing issues? Which officer leads on the implementation of your ageing strategy or leads on ageing issues (in the absence of a strategy). If possible please include contact details? Which elected member or board or committee deals with ageing issues?*

9. *Which national policy levers and drivers assist you to prepare and respond for an ageing society locally? What has assisted you and what has been a hindrance? What would assist you to respond more actively or help you to undertake an appropriate role for your community?*

10. *Do local authorities have a role in addressing digital exclusion or in helping their older populations deal with the national government's 'digital-by-default' strategy?*

Yes in collaboration

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11. *How can or should local authorities support older workers and address the ageing of their own workforces?*

12. *We would like to hear of any services, activities or initiatives which you believe are good practice and innovative with regard to an ageing society – please note – please provide a short description. If there are any reports or evaluation documents please attach.*