

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

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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?*

Older people make massive contributions to society as informal carers for adults and children, as volunteers in a wide variety of contexts and in paid employment. These contributions can of course be measured in economic terms. In London, the GLA published a report in October 2013 (which Age UK London had requested) identifying the economic contributions of older Londoners (50+ and 65+): <http://www.london.gov.uk/priorities/business-economy/publications/gla-economics/the-economic-contribution-of-older-londoners>

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

Adequate housing, lifetime homes, fuel efficient, hazard free

Access to local shopping facilities especially food at a reasonable price

Assistance for people to club together to benefit from special offers

Digital access: see our 2014 report "Wealth of the Web" identifying the importance of supporting digital access for older people: <http://www.ageuk.org.uk/london/news--campaigns/wealth-of-the-web/>

Access to transport: recent campaigns we have led or been partners in have shown problems for older people in accessing buses and health transport.

Adequate health and social care support when you need it that is straight forward and clear

Supporting people aged 50+ to remain in employment or find employment is becoming increasingly

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important

Work to reduce stereotyping: when we consult older people about priorities for change we have been told that tackling ageist stereotypes is top priority – see <http://www.ageuk.org.uk/brandpartnerglobal/londonvpp/documents/your%20priorities%202014%20-%20final.pdf>

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?*

Age UK London published an age manifesto for the 2014 London borough council elections, produced in consultation with older people:

<http://www.ageuk.org.uk/london/news--campaigns/age-uk-london-urges-council-election-candidates-to-make-boroughs-age-friendly/>

and we would recommend this to the enquiry!

Some additional specific thoughts:

Ensure all staff are trained to be age-neutral in their approach

Become Age Champions – actively promote ageing, the benefits and what is achieved by older residents

Ensure all services are suitable and accessible for every age group – eg leisure services, library service, car parking (not everyone can make charges at car parks by mobile phones)

Encourage schools to be centres of age friendly activities eg digital support programmes for all ages

Ensure planning considers bus stops in accessible places, at frequent stops near to homes and key facilities like hospitals, liaising with transport authorities to make that work

Make Lifetime Homes a key priority in local housing provision

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?*

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*Work with the voluntary sector to identify gaps in lifetime pathways eg eating – the journey from home to the shops, accessing affordable food, identifying support in cooking, recycling
Keeping fit and healthy – what are the resources for older people to keep active and fit and healthy, how do they get there, how are they supported ...*

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

Local authorities need to be more older people aware and start planning services from where older people are in their lives, rather than take a top down approach. The grass roots experiences and services shaped around it are relevant to those using the services. There is a lot of lip service paid to co-production, but service provision needs to be restructured if it is to be person centric, and that means having responsive services where people are not assisted to go to bed at 6pm when they would normally go to bed at 10pm

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?*

Key challenges are :

Resources

Structures which were built on block provision and take time to change

Culture and stereotyping – there is a lot of good will, how do we embed goodwill into the culture

Innovation - new ideas, new services models

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*

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and how is integration achieved between officers and members and local authorities and partner organisations in the health and voluntary sectors?

AUKL works from a grass roots basis and asks older people what they want/ need/ aspire to. With older people we build our services and our engagement. Older people tell us that we have become a platform for their voice, note their voice not our voice. This is important as to build the future around someone means they own and live it and breathe it, one which is imposed always has less value.

[If a strategy document exists please attach it].

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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.*