

Please email your response to [evidence@cpa.org.uk](mailto:evidence@cpa.org.uk) by **14<sup>th</sup> 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 innovative 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.

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- *What are the main benefits to your community with regard to an ageing society?*
    - CFOA recognises the knowledge, experience and wisdom of older persons as important to society, particularly as role models to younger people.
    - Older people are often able to devote considerable time and resources to charitable works and the voluntary sector within local communities, and to supporting families and friends.
  
  - *What are the key issues for your community with regard to an ageing society?*
    - Ensuring the health, safety and wellbeing of older persons
    - Ensuring there are sufficient leisure facilities and activities
    - Ensuring there are sufficient employment and voluntary working opportunities
    - Ensuring there is sufficient care and understanding of the needs of vulnerable older people
    - Ensuring that the knowledge and experience of older persons is recognised, respected and utilized.
  
  - *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?*
    - Provide suitable and safe housing
    - Provide a suitable and sufficient public transport network
    - Provide suitable and sufficient social welfare arrangements and provisions
    - Provide learning and educational opportunities for older persons
    - Improve home health care and home monitoring provisions
    - Ensure that older persons do not suffer from deprivation and poverty due to low income and poor living standards

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- *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?*
  - Share information about vulnerable adults and those with health or mobility problems that place themselves at increased risk of fire and accident.
  - Improve the provision of fire detection and warning within social and other housing
  - Set minimum tolerable safety standards within social and private rented housing
  - Increase the provision of suitable and sufficient assistive technology within housing/homes for older people.
  - Ensure the provision locally of suitable and sufficient residential care for older persons who are no longer able to remain at home.
  
- *How do local authorities need to adapt to enable older people to achieve their full potential?*
  - Provide employment opportunities and adapt employment policies and processes
  - Improve access to information and advice for older people
  - Improve and subsidise public transport for older people
  - Provide opportunities for older people to utilise skills through volunteering
  - Develop anti ageist cultures that do not patronize older people
  
- *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?*
  - The sharing of personal information (to prevent injury or harm) between agencies and service providers requires to be improved
  - Accommodating the additional costs of service provision across a range of service providers
  - Substantially increased prevention focused, inter-agency collaboration and joint working will be required
  - Develop strategies and collaboration through multi agency working which enables people to have support in local communities which prevent impact on critical services

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- *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?*
  - The Chief Fire officers Association are board members of the Age Action Alliance and attend the All Party Parliamentary Group on Older People and Ageing, and Older peoples Advisory Group on Ageing. As such we are able to contribute to the broader debate around the challenges of a growing aged demographic. Our priority currently in delivering the Ageing Safely strategy is data sharing with the DoH and Department of Work and Pensions. This will allow us to target early intervention with greater effect. We are also working with the policy team in the Cabinet Office who are developing the new White paper on Information Sharing.
  - It is well recognised by fire and rescue services (FRS) that elderly people are at greater risk from fire. Almost twice as many people over the age of 50 die in house fires compared to those under 50. People over 80 are 10 times more likely to die in a fire than someone under 30, and this comes with a cost beyond the tragedy of lives lost: fires effecting over 65s cost the wider economy an estimated £2.3 billion in 2011/12.
  - This vulnerable age group is the fastest growing in the UK, and it is estimated that over 65s will represent 23% of the UK population by 2033. It is therefore critical that fire and rescue services plan to mitigate deaths and injuries amongst the elderly population. FRS also have a role to play in helping elderly people stay safe in their homes for longer, as the increasing cost of adult social care represents a significant challenge for government more generally.
  - CFOA have therefore created a strategy document entitled 'Ageing Safely' which requires fire and rescue services to think and plan far beyond their traditional role as an emergency response service. We want them to lead the way and work with partners to be pro-active in tackling risk factors such as ill-health, isolation and poverty.
  - Fire prevention advice has to be tailored to individual needs and assist them in remaining as independent as possible. Services already do a great deal to support people to live independently – such as fitting alarms for those with hearing impairments and signpost to sources of advice, information, benefits and support.
  - It is hoped that this strategy can lead to a number of specific outcomes, in particular a stabilisation of the number of deaths and injuries amongst older people, even as the elderly population increases. By engaging with public sector partners, charities and elderly people directly, we hope to evaluate the effectiveness of this strategy and the interventions undertaken by individual fire and rescue services.
  - CFOA have been leading on promoting the benefits of increased domestic fire detection and warning within the homes of older or vulnerable persons and in particular those suffering from illness or disability with a view to better safeguarding them from fire

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- *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?*
  - Evan Morris is the lead on Ageing Safely and reports to CFOA's Home Safety Committee every two months  
  
Email: [evan.morris@prevention.cfoa.org.uk](mailto:evan.morris@prevention.cfoa.org.uk)  
Mobile 07456 487050
  
- *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?*
  - Working with DWP and the Age Action Alliance helps CFOA to understand the bigger picture and position the FRS as an enabling organization and a key collaborator in local communities.
  
- *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?*
  - Digital technology such as wi fi has an increasing role in facilitating the deployment of wireless assistive technology within the homes of older persons.
  - Increased/improved access to the internet would allow older persons (particularly those housebound and/or living in remote/rural areas to communicate with family and friends thereby reducing problems caused by isolation and exclusion.
  - CFOA are working on a strategy with the Age Action Alliance to increase the use of social media amongst older people and developing a higher profile and joined up strategy in tackling loneliness.
  
- *How can or should local authorities support older workers and address the ageing of their own workforces?*
  - By pro-active use of 'positive action' as an integral part of employment/recruitment processes.
  - By incentivizing older employees to remain in employment for longer.
  - By improving occupational health and health monitoring arrangements
  - By encouraging flexible working and reduced hours working arrangements.  
Develop tax breaks and incentivise families caring for older relatives, such as reductions in council tax and zero VAT on building extensions to accommodate elderly relatives

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- *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.*
  1. The targeted provision of free **Home Fire Safety Check/Visits** to the homes of older/vulnerable persons. This entails an assessment of the risks and hazards within the home (by a competent person) together with taking into account the health and social circumstances of the resident(s). Where necessary additional domestic fire detection units are installed/provided and persons with health and/or social welfare problems are often signposted/referred to other agencies and services to access relevant support and assistance.
  2. **Case Study/Case Conference** Following a fire or other emergency attendance involving a fire casualty (or near miss) the circumstances are reviewed post incident with a view to preventing similar occurrences and/or ensuring that high accident and injury risk individuals are able to access the health and social welfare support that they require.
  3. Supporting and/or making referrals to Local Authority telecare monitoring/community alarm providers to ensure that persons in need are provided with appropriate **telecare monitoring and/or assistive technology in the home** that includes the provision of suitable and sufficient fire detection and warning.
  4. Many Fire and Rescue Services in collaboration with health, social services and voluntary sector are developing a strategy and framework for older persons taking account of the information and advice within the **CFOA Aging Safely document**.
  5. Lobbying for improved standards of fire and safety within purpose built accommodation for older/vulnerable persons. For example the requirement for all new build and/or refurbished Residential Care Homes and all sheltered/supported accommodation for older persons to be protected in the event of fire by a Sprinkler System.
  6. CFOA PPRS have a nominated lead officer for older persons (Evan Morris) reporting to the Director of PPRS via the chair of the Home Safety Committee.
  7. CFOA **Fire Research and Training Trust NHS/FRS Data Sharing Project** to improve inter agency intelligence sharing and better target prevention activities, as an integral part of the Aging Safely Strategy.
  8. CFOA PPRS have formed a specific group to address the fire and safety issues around **higher risk accommodation**