

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:	<p>Sarah Stringer (Project Manager Older People – Excellent Ageing Partnership Lead, Public Health, Lincolnshire County Council)</p> <p>Tony Hill (Director of Public Health, Lincolnshire County Council - Sponsor for Health and Wellbeing of Older People – Lincolnshire Joint Health and Wellbeing Strategy)</p> <p>Dr. Kevin Hill and Cllr Ron Oxby - Lincolnshire Health and Wellbeing Board Sponsors for the Health and Wellbeing of Older People.</p>
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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?*

Lincolnshire has a rapidly ageing population. In Lincolnshire this is happening at a faster rate; already 41% of our population is over 50, compared to 35% across England and Wales. In the coming decades this trend will continue in Lincolnshire and by 2033, almost half of our population will be over 50. The latest population trends can be found on the [Lincolnshire Research Observatory website](#).

It is expected that 80% of Lincolnshire's population growth, between 2009-2030 will be made up of people of retirement age, attracted to the county by a combination of low property prices, extensive coast line and a good quality of life. This popularity brings in many benefits; older people are the employers, employees, carers and volunteers that contribute so much to this county. However, this popularity will inevitably lead to more demand for local services. The overarching aim of our partnership Excellent Ageing is to facilitate a society where older people are valued and respected for their contribution, and not seen as a burden or drain on resources. This includes the development of age friendly businesses, the support for older people to create and deliver their own social enterprises, private businesses, support groups, clubs or caring for individuals in their own street. Our work is very much focused on asset based community mapping approaches and celebrating the work and contribution older people are making, alongside addressing inequities or helping older people who are not able, for whatever reason, to feel they have a good quality of life and are valued and empowered.

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

Driven by assessment of need (Joint Strategic Needs Assessment) coupled with engagement with older people and across partners (public, private, voluntary and community), the health and wellbeing of older people is widely recognized as a top priority in Lincolnshire.

As a result, how we collaboratively plan across organisations and traditional groupings to address our ageing population (this goes well beyond care and support in its reach, area of debate and action) became the focus of a county wide programme in 2010 called **Excellent Ageing**. This has had national and regional connections and a small amount of low level resourcing. It has been mostly driven by the dedication of our partner agencies and a commitment to a long term vision of making changes over a 10-20 year period. The work detailing the rationale for the programme and how the partnership has evolved over the last 4 years has been detailed in this questionnaire but can be found at www.lincolnshire.gov.uk/excellentageing and the associated work programme documents are attached for more detailed information.

The instigation of the Excellent Ageing programme brought a partnership together to analyse expenditure on older people's services. During this period of analysis the governance for Excellent Ageing was formed consisting of a Steering Group and five working groups. The Steering Group had the responsibilities of strategic thinking, overseeing the programme and delivery of the long-term vision. The working groups were tasked with looking at the short-medium term goals on several key projects (some being to resolve 'problem' issues, others being focused on celebrating the positives of ageing). A formal launch to the programme was made in September 2010.

Through 2011 the Joint Health and Wellbeing Strategy (JHWS) was written and signed off by the Lincolnshire Health and Wellbeing Board in 2012 (at the time in its shadow format) and the health and wellbeing of older people was recognised as being one of five top priorities for action (attached).

In 2012/13 with the advent of further integration plans and structures we ensured the ageing population/older people's issues were recognised. This was achieved through cross-governance structures and the same key leaders influencing other strategic boards such as the Greater Lincolnshire Local Enterprise Partnership (GLLEP) <http://www.greaterlincolnshirelep.co.uk/> ("*The Health and Care in Greater Lincolnshire – The Way Forward 2014*" is attached) and Lincolnshire Health and Care (LHAC) - <http://www.lincolnshire.gov.uk/lincolnshire-health-and-care> The work and findings of Excellent Ageing plus the framework for partnership working was provided as evidence and impetus for the older people/ageing population elements of these programmes. We are continuously updating our knowledge and feedback as we conduct all the related programmes.

Our vision for 2020:

- Older people have more choice and control, can receive the help they need and are valued and respected within their communities;
- Public, private and voluntary sectors work together with communities in a seamless way to ensure services, facilities and resources meet demand and are accessible;
- Services and support are locally based, cost-effective and sustainable.

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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?*

Yes local authorities (we are a 3 tier authority in Lincolnshire with county, district (x7) and 300 plus parish councils) are key contributors. This may be through commissioning of services, direct provision of services (housing, wellbeing services, healthy lifestyle services, financial inclusion services through Trading Standards/welfare and benefits, through crime and community safety (adult protection, fire and rescue, police) etc. They all contribute in a multitude of ways directly and indirectly. In Lincolnshire it is the local authorities who are driving much of the collaboration and partnership working across commissioners and providers and the governance structures that sit within local authority remits are critical in addressing the cultural, structural and financial pressures. They also to highlight the vast unlocked potential and existing positive benefits our ageing population already provide.

We equally want to highlight that building community assets and resilience, individuals' ability to self care and our support for the work provided by informal carers are of primary importance in this agenda. It is recognised that the true drivers for much of the work already underway in the county has been generated by communities directly applying for funding, getting their local communities drawn together, and for local champions to generate the enthusiasm and motivation to make change on the ground. It is for this reason that the Excellent Ageing partnership focuses attention on Good Citizen Awards, development of community hubs, successful voluntary sector and community support groups and portraying positive media images of ageing, as well as its duties to engender change in high level strategic settings.

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

Recognition of partnership – no one agency can resolve or celebrate the successes of older people independently. This is a whole system approach between different sectors (public, private, voluntary, community), and for different areas and tiers of local government to pull together. Local authority staff need to see their role as facilitators, enablers, empowerers rather than providers of state intervention/creation of dependency. The focus of many local authority services with more vulnerable older people such as adult care, community safety responders etc (whether commissioned or directly provided) can sometimes taint the view of staff that ageing is a negative thing. We try to encourage our staff through CPD sessions to question their own prejudices about ageing and to adopt a culture within staff that they need to facilitate communities being empowered to help themselves rather than being driven into services (as the majority of older people will not need any local authority input for each particular service).

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?*

Part of the early work of the Excellent Ageing Programme (in 2010) was to analyse the total amount of public sector funding within the county and recommend areas for improvement. This included mapping out how the funding flowed through organisations to reach front line services.

We focused on the wider range of services which contribute to the quality of life of older people including housing, benefits, transport, health and social care and the network of support services in the community.

We also engaged with over 40 public, private and voluntary organisations that worked with communities and individuals, over an intensive 6 month period in 2010 to develop ideas to improve wellbeing and quality of life for older people whilst reducing social and financial costs. Throughout this work, Excellent Ageing worked with central government colleagues to ensure that our approach locally was aligned to the national policy direction.

Some of the key findings from this research and analysis identified:

- Over 280 services for older people provided by the public and voluntary sectors, of which, over one third are universal services and nearly half are free at the point of delivery.
- Some excellent practice already underway which we can build on, particularly in the voluntary sector.
- The High Level Count identified public sector spending in Lincolnshire of between £5.349bn and £5.649bn. Of this, local service delivery organisations account for just over £3.188bn. It was found that of the £3,188bn, approximately £875m (or 27.5%) was spent directly or indirectly on services for older people and 50% of this amount is focused on acute services (hospital and residential care).
- Current provision of services for older people is fragmented, siloed and not cost-effective. The main areas requiring improvement were: 'Communication between different service providers', 'Accessible information so that older people know what services are available' and 'Integration/joined up working – removing complexity and barriers to delivery'.
- Funding wellbeing services is complicated because organisations do not want to put money in up front when it is a different organisation that will get the saving downstream.

Specifically what needs to change is being addressed through our Lincolnshire Health and Care programme (joint commissioning, joint governance, long term vision and commitment, whole system approach and action taking place now)

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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?*

Our website and the terms of reference of the Excellent Ageing advisory group summarise the main objectives, ambitions and strategy of our work. In terms of a published document this is drawn together in the Joint Strategic Needs Assessment and district council related Health and Wellbeing Strategies.

During the initial phase of the programme we asked the older people of Lincolnshire what their priorities were for a good quality of life. These 10 priority outcomes, listed below, act as a guiding force in every action, idea and project that Excellent Ageing is involved with.

I want to:

- feel safe
- have relationships
- get around easily
- be active
- be healthy
- put something back into the community
- have the right help when I need it from people I trust
- have dignity at the end of my life
- live at home for longer
- afford my life and understand my options

To ensure that these outcomes remain consistent with the views of the population, members of the Excellent Ageing Advisory Group continually hold engagement sessions with older people from across the county, by attending meetings, events and classes. We are seeking to establish a co-production panel (coordinated by voluntary sector organisations) for the Health and Wellbeing Board in 2015 and this will include an older people's off-shoot group and older people being represented on this "People's Partnership". We additionally support Senior Fora across the county and ask our partner organisations that engage directly with older people to feed in views and opinions on services.

An integrated commitment is driven by having regular meetings that feed up, down and across hierarchies and organisations. We have one project lead focused on this and we try to ensure we connect through to similar organisations such as the Age Action Alliance who have a similar remit. We also share our work with neighbouring authorities and constantly look for/seek help from other places to keep our ideas fresh and innovative. Buy-in with partners is created by having face to face meetings to discuss progress, a recognition that every partner's existing work programmes is a contribution so they do not have to do anything 'on top', except for sharing their work and working collaboratively. Having a lasting shared commitment and ensuring that there is continuity of the partnership. No organisation has been able to say that either the ageing population challenges have been resolved from their point of view, or to say that they feel that addressing the positive or negatives about our ageing society is not within their remit.

[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?*

The Lincolnshire Health and Wellbeing Board, alongside associated Public Health, Adult Care and Health Scrutiny Panels at a county level undertake a committee approach to examining the issues of an ageing population. The Excellent Ageing Advisory Group is a sub-group of the Health and Wellbeing Board. Each district council has health and wellbeing committees/board arrangements for discussion at a local level.

Sarah Stringer (Project Manager Older People – Excellent Ageing Partnership Lead, Public Health, Lincolnshire County Council) – lead to take forward the partnership work programme, coordinate advisory group meetings (a sub-group of the Health and Wellbeing Board), liaise with partners.

Tony Hill (Director of Public Health, Lincolnshire County Council - Sponsor for Health and Wellbeing of Older People – Lincolnshire Joint Health and Wellbeing Strategy). To champion Excellent Ageing with partners and provide strategic connections across partners, Health and Wellbeing Board members and with central government.

Dr. Kevin Hill and Cllr Ron Oxby - Lincolnshire Health and Wellbeing Board Sponsors for the Health and Wellbeing of Older People. Champions directly on the board for older people's issues. Chair of the Board is Cllr Sue Woolley.

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?*

We were successful recently in applying to the Big Lottery for their Ageing Better funding (East Lindsey area was selected as one of fifteen nationally to address social isolation and loneliness). Beyond just the obvious financial input this will bring, the national support and attention (and realisation of the extent of social isolation and loneliness in some older people in the national media) has helped raise the profile of our work and in turn the focus on delivering our outcome area of *I want to have relationships, not be lonely*. The national Centre for Ageing Better funded by Big Lottery we hope will be able to provide further support alongside feedback from your Centre for Policy on Ageing.

We have also worked hard in the last year to reconstitute and financially support our Senior Fora across the county (we have 5 active groups, one county group which aims to bring more communities on board). Through this group our elected older people representatives reach out to the East Midlands Later Life Forum and benefit through its support from DWP Age Action Alliance. We therefore feel we are keeping in touch with groups who have the same agenda and ambitions.

Being able to bring in support from national and regional groups into our county would be a real benefit to inspire and keep the enthusiasm of our partners going. There is no direct resourcing from national government at a county level specifically on addressing ageing and the process of bid writing etc can be slow to keep up momentum (we would benefit from national websites on ageing being coordinated, good practice gathering, best practice visits being organised, leads on ageing being assisted/supported, national recognition of local efforts, provision of good age friendly stories for the media etc).

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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 local authorities have a key role to play in this with their voluntary sector partners. West Lindsey District Council in our area has been a pilot for Universal Credit and the associated digital inclusion offer. Lincolnshire authorities work with our voluntary sector infrastructure organisation Community Lincs to provide digital hubs and training to older people. OnLincolnshire is our partnership driving forward improvements in broadband speed and associated costs of broadband service provision, training of digital champions and provision of technology hubs across the county.

<http://www.lincolnshire.gov.uk/news/lincolnshire-technology-hubs-win-next-generation-digital-challenge-award/124078.article>

<http://www.onlincolnshire.org/>

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

We are looking at this subject through our Financial Inclusion Partnership and its response to DWP's Fuller Working Lives. Partners are also in the process of developing a county approach to volunteering (to coordinate and positively recognise existing volunteers as well as create opportunities for other volunteering or engagement opportunities). Yes local authorities, but only alongside other organisations, should address the ageing workforce (with integrated care and support this needs all organisations to be using the same strategy). A specific workforce task group is established for the Lincolnshire Health and Care programme.

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.*

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From April 2014 the Wellbeing Service launched in Lincolnshire. Associated leaflets attached for information. This is for 18+ but many older people are target audiences of the service which provides the following:

The Wellbeing Service is an early intervention model of delivery which aims to support vulnerable adults at the earliest point of presenting need. The service helps adults to remain independent at home for as long as possible; reducing hospital admissions and the need for long term residential care.

The service comprises five elements:

- Trusted Assessment;
- Installation of Equipment, Minor Adaptations and TeleCare;
- A Short Term Intervention of Generic Support;
- Monitoring of TeleCare;
- A Wellbeing Response Service to respond to non-emergency incidents

Impact:

- People have easy access to a wide range of information that will enable them to make informed decisions about their own wellbeing, in good time to plan ahead.
- People receive targeted preventative services or assistance at an early stage that will help them remain independent in their own homes and communities.
- People, particularly those who are frail and vulnerable, feel secure, cared for, have a good quality of life and feel part of a supportive, enabling community.

This is just one of the projects Excellent Ageing partners have brought to fruition to provide a collaborative approach to wellbeing/provision of holistic support. The menu of services being provided will expand from 2015 to include Falls Prevention as one example. The creation of a Wellbeing Service has been jointly commissioned and funded and represents a key objective of the Joint Health and Wellbeing Strategy that has been delivered.