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

Life expectancy has increased and most people can look forward to twenty or thirty years of life after retirement. This is a very positive trend, which strengthens and diversifies communities. A number of factors will influence people's experience of ageing – physical and emotional health, social networks, financial wellbeing, housing situation, and of course the person's own personality and outlook on life.

For some people, later life means more freedom – not needing to work, extra time with grandchildren or to socialise, learn, contribute, opportunities for volunteering, entrepreneurialism and contributing to society – in short, more time and space for fulfilment and fun. For other people, later life might also mean a change in financial circumstances, an increasing sense of isolation, declining health, and/or caring responsibilities.

Camden celebrates the fact that people of all ages are active citizens, not passive recipients of services. People should be able to make choices about the lives they lead, whether this means shaping policy and strategic decision-making, or deciding how they want to live their lives.

For example, almost one in 10 retired people change careers after they stopped "working," with one in 20 starting their own business. We also know that people in this age group who start their own business tend to be more successful. Older people make huge social and economic contributions in other ways as well. Nationally, nearly seven million grandparents provide regular childcare for children under 16, which allows their parents to work - and over a quarter of people over traditional retirement age are involved in volunteering? Older people are carers, artists, campaigners, politicians, entrepreneurs, innovators, volunteers, neighbours – we need to value them as active citizens, and work with them to build a borough which is an even better place to live.

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

Alongside the opportunities and benefits of an ageing society, there are also some challenges which the Council and its partners need to meet in order to develop an age-friendly society. While people are often living in good health for longer, an increasing older population also indicates an increase in people living with limiting long-term conditions. We forecast a 40% increase in older people living with one or more LTCs by 2030 - however, we have an opportunity to develop preventative strategies so that today's 40- and 50-somethings remain healthy in their 60s, 70s and beyond.

Camden also recognises the need to challenge attitudes and stereotypes of ageing. This is partly about the language we use - why, for instance, do we use the same phrase ("older person") to describe a person in their 60s and a person in their 90s? We wouldn't use the same phrase to describe a teenager and somebody in their 40s, so why is it different for people later in life? We also recognise that language is synonymous with cultural attitudes - too often, the image of an older person is one of frailty, passivity and dependence. Yet, when we talk to people in their 80s and 90s, they are often living life to the full, involved in their communities, learning and

creating. We need to encourage open and honest debate, so that received ideas about ageing are challenged and overhauled.

There are clearly challenges around a range of long-term conditions. Our dementia plan is nationally recognised as a model of good, person-centred practice – and it emphasises the importance of enabling people to live well with dementia. We want to give people of all ages the tools to manage their health themselves, whereby services intervene where needed, but also enable the person to be as independent as possible.

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### **Are local authorities important as contributors to a society adjusting to an ageing population?**

Local Authorities are clearly important players in contributing to the development of age-friendly communities. They can provide strategic leadership, and have the democratic mandate to work with partners, co-produce with people, and develop a vision which the whole community can buy into. It is likely that the role of the Local Authority will be to develop a positive narrative, enable solutions, drive innovation and foster new initiatives - and not so much to provide services in a traditional way.

We are continuing to have conversations with the Quality of Life Panel and other groups of older people to re-think the relationship between people and services, encouraging a less paternalistic, more equal relationship where people of all ages feel empowered to seek their own solutions to problems.

The Local Authority's Public Health and commissioning functions also have an important role to play - we have demographic and market intelligence which enables us to plan for the future. Using this information, we can work with people to envision what an age-friendly Camden might look like in 2025, 2040, and beyond.

This visioning work includes planning for how public and private space is provided and laid out, working alongside residents, academics, designers and planners to look at what age-friendliness looks like in terms of the built environment - for example, considering how the built environment could prevent illness or disability, how resources can be targeted to achieve both short and long term benefits.

Councils are often one of the biggest employers in a local area, and have a role in demonstrating age-friendly employment practices. We know that many people want to carry on working on set up new enterprises after the traditional retirement age, and Trading Times are active in Camden matching employers with people with skills and experience.

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N/A.

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

Local Authorities need to position themselves as catalysts for change. It will not necessarily directly provide services, but will develop a positive narrative, maintain a

lively dialogue with residents, bring partners together to think creatively and laterally, etc.

Camden sees its role primarily in terms of:

- Creating a strong narrative
- Providing political leadership
- Fostering partnership working
- Proactive long-term planning.

The Council is also a major landlord of general needs and sheltered housing, and via its housing functions can plan for an ageing population by developing housing which enables people to live well, taking advantage of assistive technology, adaptations, etc - and thereby avoiding the needs for long-term social care package or care home placements. We are also looking currently at how sheltered housing can meet the needs of older people with mental health and/or substance misuse needs, so that they can live independently.

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### **What are the key challenges facing local government in respect of health and social care as a result of population ageing?**

There are a number of potential or actual challenges which the Local Authority, along with its partners, will need to overcome. These include:

- Lack of, or challenges to, partnership working.
- Increasing demand arising from an ageing population
- Health and wealth inequalities
- Increasing isolation and lack of social connectedness - especially among men.

Camden's Better Care Fund submission was agreed without conditions and this reflects the strong partnership that exist between public and voluntary sector organisations and people who live in Camden. The fund will provide an opportunity to integrate further, allowing the Council and NHS to promote individual outcomes and efficiencies across the whole pathway, and pump-priming innovative solutions.

Challenges around public funding (due to reduced inward investment and increased costs associated with legislative and demographic factors, LB Camden is projecting a £70m funding gap by 2017/18) mean there is a danger that age-friendly initiatives will get de-prioritised under the more immediate priorities of an increasingly stretched local authority. In Camden, there is a commitment to change the narrative towards a positive, asset-based view of citizens of all ages, and a recognition that long-term, preventative approaches are the only way to meet future needs and aspirations.

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### **How is an ageing strategy being developed in your area?**

Camden is in the process of developing a strategy which describes how Camden will be a place where people can live life to the full – a Borough which champions the contributions of people of all ages, provides opportunities for people of all ages to work, study and play, and offers support so that people can realise their potential.

It has been co-produced with people who live and work in Camden, and it provides a framework for future co-production. The next 5-10 years will be a period of considerable transformation in Camden. Our population is changing, and people's expectations are quite rightly increasing. We know that Camden will face financial challenges which will require a transformation in the way we work. The Council, NHS, voluntary and business sector and the citizens of Camden must maintain a dialogue, taking big decisions together.

Changing times require a different approach. The strategy sets out principles which older people have said are important to them. One of these principles, and the starting point for the strategy, is that people of all ages are active citizens. They want to make choices about how they live their lives, how they care for others, how they get the support they need.

The strategy may take the form of a written document; however, we want to be more ambitious, developing new and innovative methods of communication between the Council and residents. We recognise the passion and enthusiasm that people of all ages bring to debating ageing, and we want to foster this energy and use it to create a new, fresh vision of ageing.

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**What are the governance arrangements on ageing issues? Which officer leads on the implementation of your ageing strategy or leads on ageing issues?**

Currently, the lead officer on ageing in the Council is the strategic commissioner for older people, based in adult social care (this post commissions jointly on behalf of the Local Authority and CCG).

However, there is a recognition that addressing the challenges and opportunities of an ageing population is the responsibility of the Local Authority, and that ownership of the strategy needs to be at a senior level and needs to be outside of adult social care.

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?

No response

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

The local authority does have a role – e.g. in how it produces and disseminates information, how it commissions adult education, preventative, social care etc. We recognise that while more and more people of all ages are tech-savvy and online, we must communicate in other ways for some people. This year, for example, Camden ensured that all Freedom Pass holders were renewed without the customer having to complete paper or online forms.

Digital inclusion has also been highlighted as a major theme of Camden's Ageing Better programme (to be funded by the Big Lottery, subject to agreement on delivery plan), and the partnership will commission innovative approaches to supporting older people to learn and use IT.

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

No comment

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**Services, activities, initiatives which are good practice and innovative**

Camden has a proud tradition of developing innovative services for people of all ages. Some of our current or ongoing initiatives aimed at an ageing society include:

Ourcamden (ourcamden.org) - aimed at people in their 50s, 60s and 70s, ourcamden provides opportunities for people to meet new friends, try new things, save money with local businesses and connect with the community. It is a social enterprise which has been funded for two years by the Council, with a view to becoming sustainable thereafter.

Fulfilling Lives: Ageing Better - a partnership led by Age UK Camden and including a number of partners (including the Council, CCG and VCS) is currently preparing its delivery plan, having been provisionally awarded £4.5m over six years to tackle isolation and loneliness. The Council is leading on one strand of this initiative, developing an Isolation Index which maps the factors associated with isolation so that initiatives can be targeted effectively. Digital inclusion is another major strand of Camden's bid.

Festival in a Box - Research being carried out jointly by University College London and the Bloomsbury Festival aims to evaluate a pilot cultural outreach programme designed to bring cultural participation to socially isolated older people living with dementia. The Bloomsbury Festival hopes to continue to roll out the project on a more long term basis after the research has concluded. Clients of Age UK Camden's dementia befriending service have come forward to participate in the research project. With the befriender present, artists from the Bloomsbury Festival visit people in their homes to experience a one-to-one cultural activity. Participation has involved having visits from a range of artists, including; a resident poet from Keats House, a Ceramicist, local historian and an opera singer. The first visits have already started and have been greatly enjoyed by the befriendees who not only enthusiastically engaged with the activity that was delivered to them they were able to discuss and share their knowledge and personal history of Bloomsbury and Camden. On making a ceramic tile one visit a befriendeed exclaimed "I feel like an artist, I never would have believed I could create anything like that".

Digital inclusion: Ipads have been used by staff and volunteers at Age UK Camden with people with dementia who access the dementia befriending service. Ipads have been found to aid reminiscence as they enable life-story work, listening to songs, watching film clips and looking at a range of images. Using apps as a means of creativity have stimulated feelings of achievement, enjoyment and inquisitiveness.

One volunteer said: "As Mrs A [a person with dementia] liked the iPad last time, we used it again to see images of Liverpool where she grew up and her school there. I also showed her how to take a picture. Mrs A was very excited about the iPad. We also watched the Beatles on YouTube and sang "She loves you" and "Yesterday" together. She became emotional with tears in her eyes. She said her memory of the past came back to her and she felt overjoyed".