

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

The role of Local Government in respect of an Ageing Society

The Centre for Policy on Ageing has been commissioned by the Local Government Association to undertake a call for evidence on the role for Local Government in respect of an Ageing Society. A Task and Finish group has been established to consider the opportunities and challenges that an ageing society presents and how local government might prepare itself 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. 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?*

As life expectancy is increasing the structure of our local communities is changing. In Northumberland we have an increasingly ageing population with over a third of our population aged over 65yrs, which is significantly above the national average. There is therefore significant benefit to the local economy of promoting independence and use of community facilities by our older population.

Fulfilment of the Connected Northumberland vision of 'A better start, a better middle and a better end' for every citizen within strong, safe, attuned communities focusses on establishing good relationships early in life so that as they grow individuals are more likely to be able to be compassionate, do well at school and in relationships, get and keep jobs and cope with stress. In turn they pass this on to others and to their own children through the experiences they provide. The vision is that by having a 'better middle' they contribute to 'a better start' and 'a better end'. The ultimate aim is for people to live happier, healthier and longer lives connected to family and community and cared for with love and compassion into old age. Resulting in a 'better end' but also contributing to 'a better start' and 'a better middle' for the younger people around them. We want this to be true for an ever increasing number of older adults in Northumberland.

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

Estimates of numbers of older people over 75 in Northumberland show a rise from 26,269 to 29,000 people since 2010. Vulnerabilities linked with old age, loneliness, loss of mobility, rural isolation, bereavement, loss of confidence and increasing dependence on others along with deteriorating health and mental health problems are costly both in terms of demands on services and in quality of life. Life expectancy, particularly in south east Northumberland, is lower than the national average. The number of people diagnosed with dementia is increasing and is now the second highest in the North East after Durham.

Adults with long-term health conditions are now the predominant users of NHS services and people with disabilities resulting from long term conditions constitute most of the users of adult social care. The impact is likely to be considerable for individuals, families, communities and voluntary and statutory services.

The economic impact of leaving work before state pension age makes it more difficult for some to maintain living standards into retirement. In turn reduced spending power presents challenges in sustaining a range of local businesses within some of our smaller communities. There is also a loss of potential workplace pension income, because those leaving the labour market early stop paying in, and their former employer stops contributing too. Evidence also suggests that employers who fail to retain their older workers are losing important skills from their workforce, and the premature loss of older workers can lead to loss of output and higher recruitment costs for employers.

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?*

Dealing with the challenges we face makes the local authority, Health and Wellbeing Board and Ageing Well (formerly Older People's) Partnership Board key contributors by facilitating collaborative, cross-agency work and providing a framework of shared priorities, within which local action operates.

By demonstrating a commitment to recognising and addressing the needs of our older residents Northumberland County Council has a leading role to play in strategic planning, co-ordination and delivery of services.

As a large employer within the County the local authority has a role to play in improving awareness of disability, the prevention of work-related conditions, a focus on a healthy workplace and recognition of caring responsibilities in supporting the availability of flexible working options for the older workforce who in turn have much to contribute in terms of

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skills, reliability and experience.

Initiatives such as the Ageing Well programme are a positive step in promoting a wider asset based approach to community development. By encouraging and supporting local community schemes, activity to address loneliness, and encourage volunteering Northumberland County Council is in a position to help bring together a wide range of partners around such key areas as housing, transport, community safety, adult care, leisure and recreational activity to work together to help older people feel confident and able to venture into our towns, cultural and leisure centres.

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?*

To be successful we need partnerships with flair, imagination and drive to continue building real change for older people in Northumberland and provide services and support for people with personal budgets as well as people funding their own care needs. By bringing together the contribution of commissioners, providers, older people and their carers, the joint work between health and social care can be more effective in meeting the needs of older people in our local communities.

We need to ensure we are taking action on issues relating employment, welfare, housing, transport, health and social care. The local authority has a key role in action to keep people well and living independently for as long as possible, promoting more flexible longer working lives as one way for people to ensure they have a healthier future with adequate income.

This means shaping the recruitment, values base, expertise and training of a broad range of staff to fit the support needs of our older people particularly those with more complex needs or dementia in their own homes or with their families.

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

Northumberland County Council has a role to play in both demonstrating and promoting innovation in meeting the needs of our local population now and in the future.

Asset based thinking has major implications for the way that organisations perceive older people, their role in communities and access to varied and stimulating opportunities - including developing new and different options by

- Recognising the skills, experience and contribution of older people

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- Maintaining dignity, independence, control and equality as citizens
- Having a healthy lifestyle that maintains physical and mental wellbeing
- Living in a place that promotes a good quality of life
- Enabling families to support their older family members in their choices
- Existing providers of care and support building upon their knowledge and connections
- Other local businesses understanding how their services can be fully accessible

The local authority needs to look at ways to stimulate providers through a Market Position Statement for Older People and other initiatives such as the use of digital technology to encourage more flexible, personalized and innovative connection and support.

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?*

The current legal framework is changing with the new Care Act which will require understanding the implications and applying them in a way that supports more of a prevention and early intervention model for services while also recognising the economic constraints that we have. We need to manage this change to avoid anxiety and confusion. Key to a successful transition is the flexibility to invest and encourage new models of working to better provide support to meet fluctuating individual needs within our diverse communities.

The Care Act looks likely to improve legal rights for carers and may lead to additional costs through increased demand for services. Improving support for carers may also bring public expenditure savings, at present it is unclear where the overall balance will lie for us in Northumberland but we recognise there will be financial challenges.

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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Northumberland County Council Corporate Priorities for 2013 – 2017 focus on 5 broad themes

- *Economic Growth* – our aim is to promote a more prosperous county through sustainable economic growth that provides residents with ready access to high wage and skilled jobs and opportunities to create thriving businesses
- *Places and Environment* – our aim is to maintain and further improve the quality of our towns, villages and countryside, and make it easier for residents to access services and high quality, affordable homes and to travel using different modes of transport
- *Stronger Communities and Families* – our aim is to ensure that all residents genuinely feel safe, belong, and have a say in how the county is run, and to provide a range of quality community and cultural services and facilities which inspire creativity and participation
- *Health and Well Being* – our aim is to ensure that everyone has the opportunity to lead healthy, independent lives for as long as possible and to safeguard our most vulnerable residents in a way that maintains their dignity and confidence
- *Developing the Organisation* – our aim is to grow a unified Council where all staff and elected members understand their role and are collectively motivated to deliver excellent services as effectively and efficiently as possible within our limited resources

The Ageing Well programme in Northumberland links into the Health and Well Being and the Stronger Communities and Families priorities in the Northumberland County Council Corporate Plan. (See attached reports)

The approach is consistent with the emphasis given by successive governments to the idea of “Lifetime neighbourhoods” and the recognition that where we live has a significant role in keeping us well and independent as we grow older.

Centre for Policy on Ageing



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(APPENDIX C)

CARE AND WELLBEING OVERVIEW AND SCRUTINY COMMITTEE

Date: 26 February 2014

Ageing Well in Northumberland: Mid-programme report

Report of the Executive Director of Wellbeing and Community Health Services
Policy Board Member: Councillor Susan Dungworth, Adult Care and Public Health

Purpose of report

To provide an overview of the Ageing Well programme and identify potential further development of asset based approaches to meet the needs of older residents in Northumberland.

Recommendations

The Committee is recommended to:

1. Acknowledge existing action to increase health, wellbeing and connectedness in our ageing population
2. Accept and endorse continuation of this approach.

Link to Corporate Plan

This report is relevant to the Health and Well Being and the Stronger Communities and Families priorities in the Corporate Plan.

Key issues

1. Northumberland has an increasingly ageing population with over 65s forming a proportion significantly higher than the national average.
2. There is a need to respond flexibly as people's support needs vary and they move towards greater reliance on support to maintain some independence.
3. Bringing together partners under the common aim of the Ageing Well programme can be more effective in meeting the needs of older people in our local communities.
4. Evaluation of the Ageing Well programme indicates this is a cost effective approach to improving social contact and connectedness and health and wellbeing which supports good quality of life.
5. The overlap between older people affected by loneliness, inequalities and disadvantage means action on Ageing Well can also strengthen our county's response

[If a strategy document exists please attach it].



CORPORATE PLAN 2013 to 2017

November 2013

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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 Ageing Well Partnership Board (formerly Older People's Partnership Board) is an advisory group to develop a coordinated approach to the strategic planning for older people. (See diagram in attached briefing paper). It reports to the Safeguarding Adults Board and Adult Joint Commissioning Group, the Health and Wellbeing of Northumberland Strategic Partnership and ultimately is responsible to Health Wellbeing Board. The Ageing Well Partnership Board is chaired by Cllr Veronica Jones and co-ordinated by the Involvement & Service Development Team in the Community Business Unit of Northumbria Healthcare NHS Foundation Trust on behalf of the Local Authority. The Board is responsible for:-

1. Establishing robust methods of involving older people and other members of the community in planning and delivery.
2. Ensuring views of older people who live in Northumberland are fully considered and influence the way services are planned.
3. Monitoring and reviewing progress to check the impact of agreed priority outcomes and targets
4. Receive reports appropriate to the business of the group to inform planning and recommendations.

The Ageing Well programme is co-ordinated under the Operational Manager of the Involvement & Service Development Team. In 2013/14 Ageing Well began to engage with the loneliness agenda in Northumberland, holding two Opening the Door on Loneliness in Later Life - consultation events with older people looking at issues around loneliness and how to combat them, to influence the Northumberland Health and Wellbeing Strategy.

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?*

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- Living well with dementia: A National Dementia Strategy (2009)
- Audit Commission (2000) Forget me not: Mental Health Services for Older People
- Department of Health (2011). Carers strategy
- Ageing Well: an asset based approach (LGA 2012)
- The Prime Minister's Challenge on Dementia: Delivering major improvements in dementia care and research by 2015 (2012)
- Public Health Outcome Framework 2013-16
- Care Act 2014
- Everyone Counts: Planning for Patients 2014/15 - 2018/19
- The Adult Social Care Outcomes Framework 2014/15
- NHS Outcomes Framework 2014/15

Clarity on the implications of the new Care Act (2014) will be useful in going forward. The focus in the care and support statutory guidance on promoting wellbeing, preventing, reducing or delaying needs is consistent with the Ageing Well approach we have adopted locally. This is potentially useful in unifying the various elements involving different parts of the local authority, local NHS, other agencies and the community in a more holistic approach to wellbeing.

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10. 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.

The overlap between older people affected by loneliness, inequalities and disadvantage means our action on Ageing Well can also strengthen our county's response to discrimination experienced by older people on low incomes, those with disabilities, older carers and those living in more isolated rural areas.

A varied programme is in place to reflect natural variations in populations, communities and individual needs through targeted solutions tailored to individuals, or to their communities.

Developments of projects such as 'Blooming Well' gardening for people with dementia and their carers is informed by local partners in Ageing Well, older people, carers and participants in the networks of forums for older people, people with long term conditions, people with learning disabilities and people with dementia and their families.

Other initiatives such the 'Ageing Well Champions Programme' to specifically meet the health needs of older people and their equips people who are already active in their community as either volunteers or employees through training and on-going support to:

- Promote public health messages, including healthy nutrition and hydration, physical activity, stopping smoking, reducing alcohol intake, emotional wellbeing and the early detection of diseases such as cancer and dementia.
- Support and promote health promotion campaigns
- Offer brief information and health improvement leaflets, along with signposting to other services and support groups

The Health Champion programme builds sustainable capacity within local communities to form the underpinning framework for further dissemination of the Ageing Well Programme across Northumberland.

Activity such as promoting dementia awareness with bus drivers and housing providers through information sharing and training supports the development of more dementia friendly communities to meet people's aspirations to continue living with dementia in their own communities. (See example leaflet)



Briefing Paper-
Ageing Well Nov 2014



Landlords Leaflet
Proof.pdf

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