

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 have a wealth of expertise and experience to share, particularly if intergenerational opportunities exist. This helps to build resilient communities.*
- *Older people tend to have a good understanding of their local communities*
- *Many older people want to contribute to their local community and carry out a great deal of the voluntary (non-paid) support*
- *Older people support democracy and are more likely to vote*

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

- *Nottingham is a diverse and vibrant city with a population of 307,700, of which 81,000 are aged 50+. It has high quality cultural, retail and leisure opportunities most of which are concentrated in the city centre. However poverty persists in many communities and older citizens can be disconnected from opportunities.*
- *Prior to 2011 the older population remained stable but the census (2011) indicates a surge of citizens aged 50-64 significantly higher than the England average, and a 16% increase in those aged 85+ (800). By 2021 the 55-59 age range is projected to increase by 32% (4000). This is of concern as unemployment for those aged 50-64 is increasing faster (26%) than any other age group.*
- *Nottingham has the lowest average disposable income per head in Britain (ONS 2013). Our older citizens are particularly affected by poverty with 43% living in areas that are in the most deprived quintile in England - Pension Credit is claimed by 38% of citizens 70+. Two thirds of citizens living in poverty are women. Mosaic groups characterised by high welfare need account for 30% of our older population.*
- *Long term unemployment is an increasing risk for those aged 50+ in Nottingham with increases in the numbers of those aged 50+ claiming Job Seekers Allowance for > 12 month.*
- *There are high numbers of people living alone and others at risk of isolation.*
- *Older citizens in the inner city often live in communities with a high population churn. Nottingham has two universities and many students choose to live in the inner city.*
- *Poor health and resultant disability is experienced by many. Health inequalities continue to widen - life expectancy is less than the England average and there is great variation between wards.*
- *Outer city social housing estates created last century for working-class families are characterised*

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by side roads too narrow to accommodate buses. Although Nottingham has an accessible public transport system, 7% of the city (mostly in areas where more older citizens live) is not within the accepted walking distance of a bus service. Such estates may have no community 'hub' and access to activities often involves travel to the city centre.

- *A growing number of older citizens live with poor mental health and long term physical conditions. Citizens with dementia are projected to increase significantly in the coming years.*

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?*

- *Provide local political leadership around positive ageing*
- *LAs play a pivotal role in the economy and community and the majority of older people are able to remain independent and to contributing to society if age friendly environments and services are in place.*
- *Improve the health and wellbeing of their populations, placing particular emphasis on reducing loneliness in the city and supporting the development of dementia friendly communities.*
- *Engage older citizens in the decision making processes of the city.*
- *Reduce stigma and discrimination against older people*
- *Provide a variety of well maintained housing options and assistive technology*
- *Ensure age friendly environments – eg accessible, good lighting, promoting safety, benches and toilets*
- *Accessible transport systems*
- *Support volunteering and employment of older citizens*
- *Improve signposting and communication for opportunities and services for older people*

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?*

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

- *Break the stereotypical concept of an older person – all staff to be involved in training*
- *Listen to older people*
- *Involve older people in all strategic planning*

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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?*
- *Reduced budgets at a time of increased demand have resulted in higher thresholds.*
 - *The introduction of the Care Act and the integration agenda*
 - *People need to take control of their own health earlier to prevent long term illness and disability*
 - *Early intervention needs to be funded and implemented*
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?*
- *Nottingham is a member of the WHO Global Network of Age Friendly Cities and Communities and is implementing change as prioritized in the eight age friendly domains.*
 - *Following a report to the Health and Wellbeing Board in February 2013, all Health and Wellbeing Board partners have started to consider how their services could be more age friendly (changes have already begun to take place).*
 - *Nottingham is an active member of the UK Age Friendly Cities Network and other networks focusing on older people eg the East Midlands Later Life Forum*
 - *Councillor Eunice Campbell has been appointed Nottingham City Council's Older People's Champion to provide political leadership.*
 - *Engagement of older citizens has been prioritized*
 - *A network has been set up and a bimonthly newsletter will be launched in December*
 - *An Age Friendly Nottingham conference was attended by 200+ people*
 - *Regular seminars are held on specific topics eg on 10 December Manchester will be visiting Nottingham to share the learning from their 'Old Moat' project which developed an age friendly neighbourhood.*
 - *Development of the Nottingham Older Citizen's Charter*
 - *To support the implementation of Age Friendly Nottingham, older people and their representatives came together to develop Nottingham's first 'Older Citizens' Charter'.*
 - *The charter demonstrates the values and standards that older citizens expect from Nottingham City Council and partner organisations. It was ratified by Nottingham's Health and Wellbeing Board in February 2014.*
 - *The charter was launched, and signed at a high profile event celebrating International Older People's Day 2014 by the Sheriff of Nottingham.*
 - *The development of the Nottingham Older Citizens' Charter is just the starting point. It is a working document and will continue to be developed.*
 - *The charter includes a pledge to support the National Pensioners' Convention's Dignity Code which upholds the rights of vulnerable older people and sets expectations for how the personal dignity of older people should be maintained.*
 - *Age Friendly Nottingham Steering Group*
 - *A cross-sector steering group with strong representation from older people is leading the development and implementation of the Age Friendly Nottingham action plan.*
 - *Several working groups have been formed to take forward specific priorities eg loneliness.*
 - *The Health and Wellbeing Manager (part of the Public Health Team) is employed part time to take the initiative forward.*
 - *The council funded Nottingham Circle <http://www.nottinghamcircle.org/> in February 2012 to promote social inclusion and reduce loneliness in the city.*

Centre for Policy on Ageing



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More information is available at Age Friendly Nottingham www.nottinghamcity.gov.uk/afn

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?*
- *Health and Wellbeing Board*
 - *Health and Wellbeing Officer for Age Friendly Nottingham sharan.jones@nottinghamcity.gov.uk*
 - *Councillor Eunice Campell*
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?*
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?*
- *Definite role as more council services are available on line.*
 - *Libraries are well placed to reach into local communities*
 - *There needs to be more support for adult education for older people and it needs to be low cost*
11. *How can or should local authorities support older workers and address the ageing of their own workforces?*

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Own workforce

- *Become leaders for policy and implementation. Flexible working, flexible retirement etc. Include support for those with caring responsibilities.*
- *Reduce stigma and discrimination*
- *Promote good pre-retirement planning – it needs to start early (in their 50s) and needs to include the importance of good health and wellbeing and playing an active role in communities (building networks before retirement to reduce loneliness)*
- *Dementia Friends training for all staff (employees will be working longer with long term conditions including dementia)*

City-wide employment and health

- *Work with partners eg DWP, skills and CCGs to improve support for people 50+ with disability or a health problem (mental or physical) in order to reduce the risk of redundancy through ill health or to enable people to return to work.*

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.*

- *Nottingham Signposting Service*
- *Nottingham's Older Citizens' Charter*