

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?

Suffolk has increasingly become an ageing population. Administratively, Suffolk has seven districts, boroughs and county level authorities and although there are moves to combine authorities via shared management teams into three 'super districts' the responsibilities of the different authorities for housing, transport, community safety, employment and culture and learning, are split between authorities at first and second tier levels. Suffolk is a relatively rural county with a population of 640,400 (Census 2011) In the East of England Suffolk has the second highest proportion of the population who are 65 and over at 18.2% with the ONS reporting the population of the East of England to be 5,907,300 in 2012.

The ageing population therefore provides a valuable asset to Suffolk and an ageing demography does provide multiple economic and skills benefits, with people choosing to retire to Suffolk to reside in later life. Also a high proportion of older people provide essential volunteering capacity and a vibrancy, working hard to ensure local communities remain viable and vibrant in terms of local facilities and amenities. However, an ageing demography also brings demand pressures in terms of demand for health and social care services.

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

By using an asset based approach of how communities can benefit with an ageing population, this opens up then opportunities and the untapped resource that an ageing demography brings to a local economy.

Suffolk has encompassed an asset based approach by working with organisations such as Cultural Intelligence and with national bodies such as the Age Action Alliance, Age Friendly Cities and communities and Dementia Friendly communities. Feedback from workshops and work with local communities in Suffolk to really develop the asset based approach can be provided if required.

The Suffolk Health and Wellbeing Board strategy has four key outcome areas on which it is focusing, one of which is the Quality of Life for Older People. This strategy has set the direction for an integrated approach to making improvements to;

- *The prevention of illness and disabilities which affect people in later life*
- *The environment and housing options which support people to remain in their own homes for longer*

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- *People's connections into and with their own neighbourhoods and communities to reduce social isolation and loneliness.*

The evidence for this approach indicates that it helps statutory agencies manage or even reduce the demand for their services, thereby saving money to reinvest in the growing demography and changes in legislation.

The County Council has agreed a co-productive approach to planning and commissioning services and is providing influence and leadership to all partners in the implementation of this approach. Examples of this are:

- *working with the Suffolk Coalition of Disabled People on the re-commissioning of the Home care service, now called "Help to live at Home";*
- *influencing the use of co-productive techniques in the evolving work on health and social care integration in both West and Ipswich and East Suffolk CCG areas.*

In addition, the County Council and its partners have had a long involvement with the Partnership with Older People groups (POPs) and the Older People's Voice Panel, which engages with and consults older people on questions set by a multi-agency panel. The Voice Panel is a group of around 100 older people, 10% of whom are classed as being in the most vulnerable group.

<http://www.ageuk.org.uk/suffolk/Search/?keyword=voice+reports>

The Suffolk County Council Adult and Community Service (ACS) model of work is based on a three tiered approach called Supporting Lives Connecting Communities. Appendix 1

Everyone contacting the service for support has an holistic asset-based conversation with a local social services practitioner, focusing on what can be strengthened in their lives and what short term interventions might be needed before offering any long term support. All practitioners are undergoing solution-focussed skills training and are having regular networking sessions with community and voluntary sector groups on their patch to enable them to connect people to local neighbourhood supports and services.

This approach has been further strengthened through the appointment of a Head of Health and Wellbeing role which focusses on working with the Districts, Boroughs, the voluntary, community and commercial sectors etc. to build on and strengthen community assets and resilience. Examples of this work include supporting the implementation of Dementia Friendly Communities, influencing Planners to consider strengthening the use of Lifetime Homes standards and improved community design.

Other parts of the County Council and SLCC approach include:

- *Engaging with county council and local elected members to help them understand their role in this approach and gain their support.*
- *The Public Health lead role in a systematic preventative approach to health and wellbeing – (please see section below on innovative approaches to workplace health with employees and elder care)*
- *The Most Active County Programme, focussing on improving older people's activity levels and improving access to sport.*

<http://www.mostactivecounty.com/>

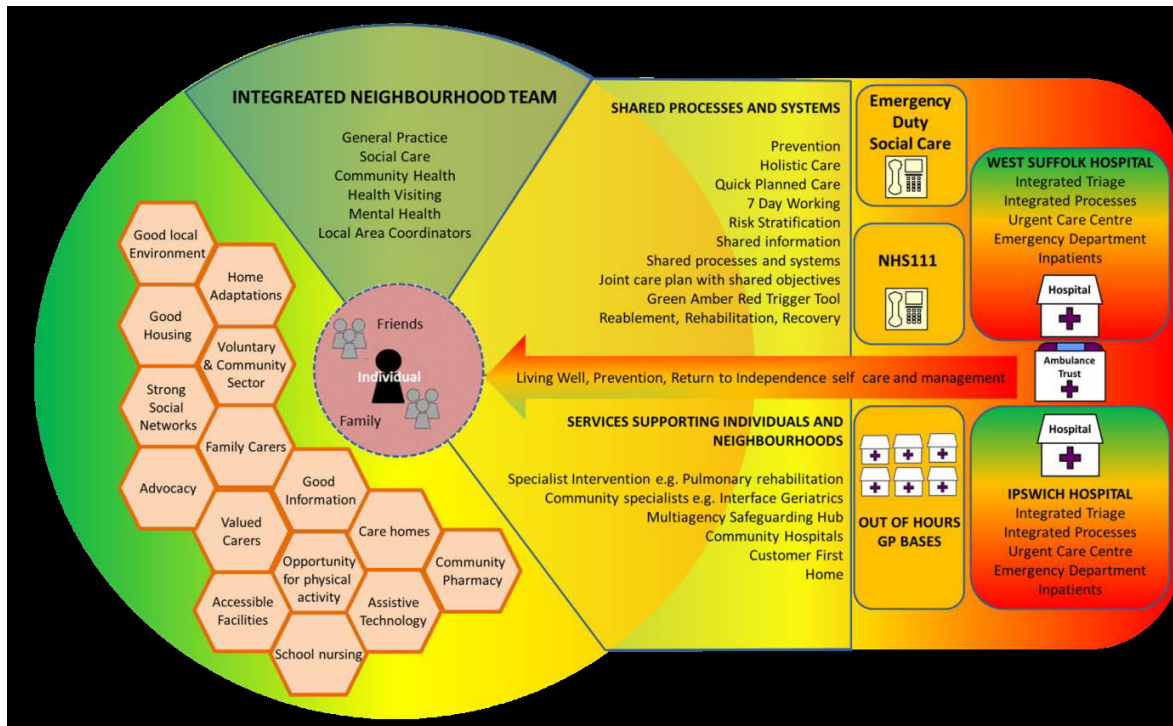
This approach requires all statutory and non-statutory partners to work together. In the Waveney District of Suffolk Lowestoft Rising is a fully integrated approach to the significant needs of Lowestoft with all agencies working together to address a variety of issues including those of older people.

Suffolk CC and Great Yarmouth and Waveney CCG have well integrated approaches to supporting people in the community. This has recently been enhanced through a new targeted approach for people being discharged from hospital, supporting them to remain out of hospital with coordinated support.

A recent review of health and social care has led to the development of a Health and Independence Programme of integration across NSH Suffolk area. This is now being taken up in the 2 local CCG areas,

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which are planning early adopter sites for fully integrated teams of health and social care practitioners, with work also going on to support improved community resilience and capacity. See diagram below.



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?

Local Authorities have a critical role to play in adjusting to an ageing population. Suffolk County Council have led innovative programmes to work with employees to develop healthy ageing in the workplace and prepare employees for longer working lives, (see further www.progresshealthyageing.eu)

The emphasis adopted in Adult and Community services is on the self- management model described in the diagram below:

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- 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?*

This question is not applicable to Suffolk County Council, but it is relevant to many of our partner organisations who are represented in the Suffolk Health and Wellbeing Board.

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?

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Work on telehealth and Assistive technology is well advanced in Suffolk. As a predominantly rural county, Suffolk has benefitted from the innovation centre at BT Martlesham Laboratories in Kesgrave Ipswich and with partners such as the Co-operative to get new technologies which aid daily living and support independence for older people.

For further information please contact Kevin.wegg@suffolk.gov.uk

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

Suffolk County Council has an agreed strategy on workplace health called Working Well for Suffolk. The approach to an ageing workforce has led to the creation of proactive preventative approaches such as a mini pilot for employees to address their needs as carers of older relatives.

This programme has been developed with Ageing Works and the Positive Ageing Company and is part of the Working Well for Suffolk Action plan.

For further information please contact Elspeth.gibson@suffolk.gov.uk

11. *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.*

Public Health Suffolk are represented on the Age Action Alliance which is funded by DWP and is attended by a range of NGO and other organisations.

A recent Age of No retirement event supported as part of the KickStarter programme has been a means for communicating issues facing older employees and their approach to retirement and the issues associated with an ageing workforce.

The Suffolk Health and Wellbeing Board and the 4 outcomes of the Health and Wellbeing Strategy for Suffolk, (www.healthysuffolk.org.uk

Have activities which are innovative in approach and respond to an ageing society. Examples of Activ Hubs and work provided by ActivLives, www.activlives.org.uk which link to helping Suffolk be the Most Active County, are all innovative in approach.

A two year EU funded programme called Progress towards healthy ageing in Europe, (www.progresshealthyageing.eu provides a detail of information in a programme led by Suffolk County Council and the results of this work have been published online and in the journal 'Working

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with Older People published by Emerald Publishing group.

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