



Preparing for an ageing population – what can local authorities do?

LGA , 23rd October 2024

Natalie Turner, Deputy Director for Localities, Centre for Ageing Better

ageing-better.org.uk

Agenda

- Icebreaker
- Introduction to Age-friendly Communities approach
Charlotte Lewis, Senior Programme Manager, Centre for Ageing Better
- Age-friendly Leeds
Caroline Baria, Corporate Director Adults and Health, Leeds City Council
- Age-friendly East Lindsey, Lincolnshire
Cllr William Grey, Portfolio Holder for Housing, Communities and Better Ageing, East Lindsey District Council and Lincolnshire County Council
- Panel Q&A

What's the current picture?



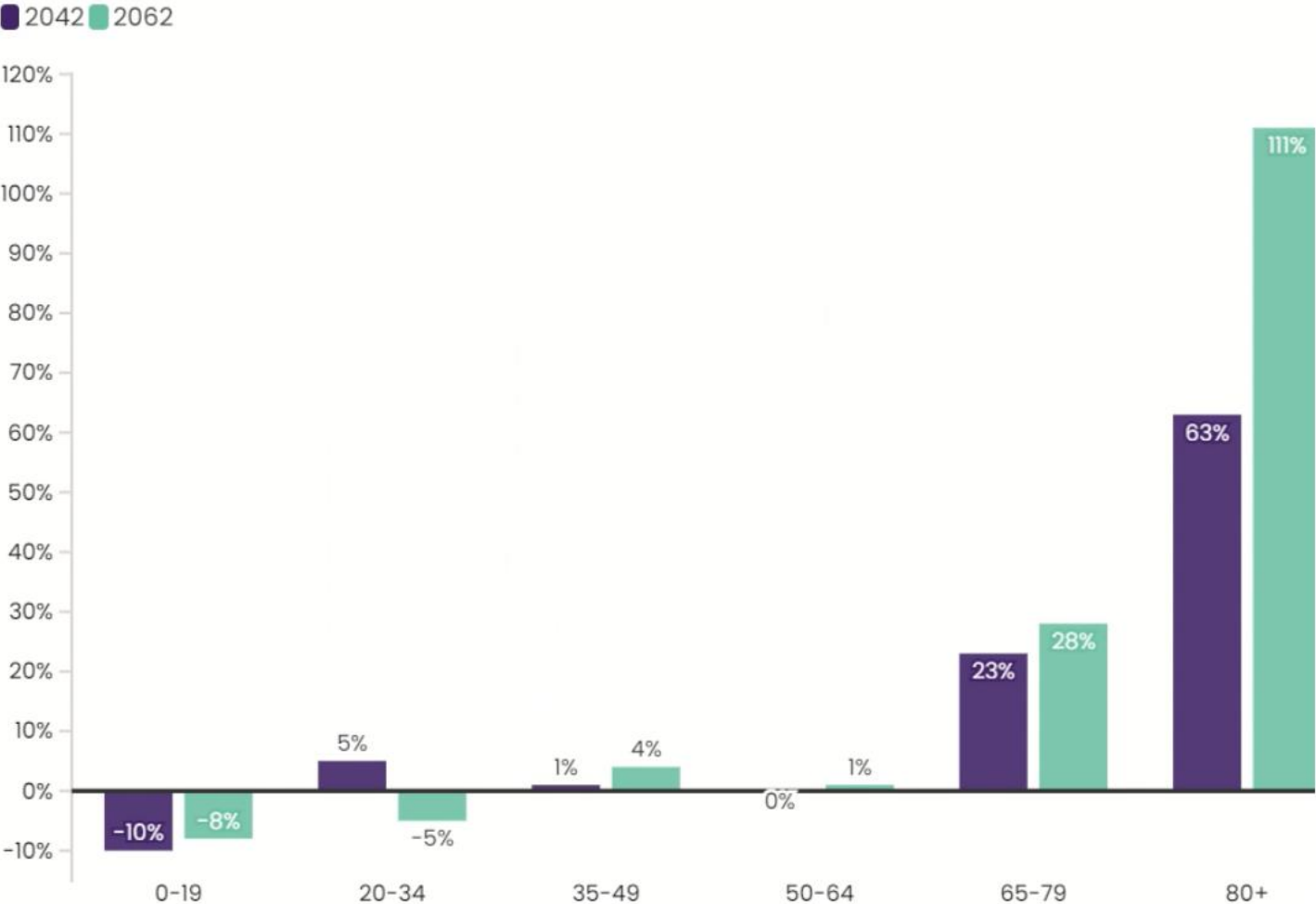
Get out your phones...

www.menti.com

Code: 6408 5696

Our changing age structure

Percentage change in the population of England by age group

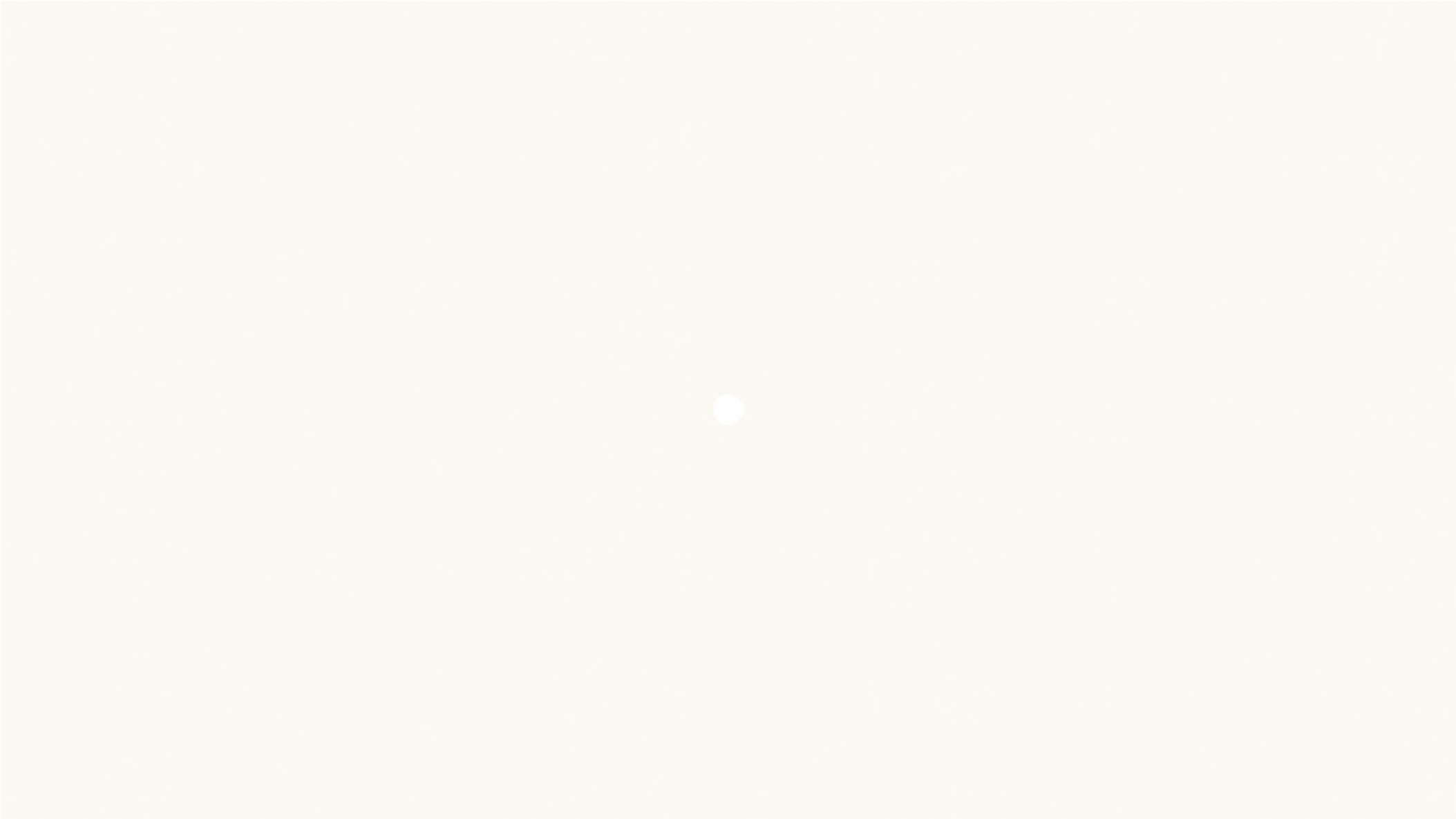




An Introduction to Age-friendly Communities

Charlotte Lewis, Senior Programme Manager – Localities
Centre for Ageing Better

ageing-better.org.uk

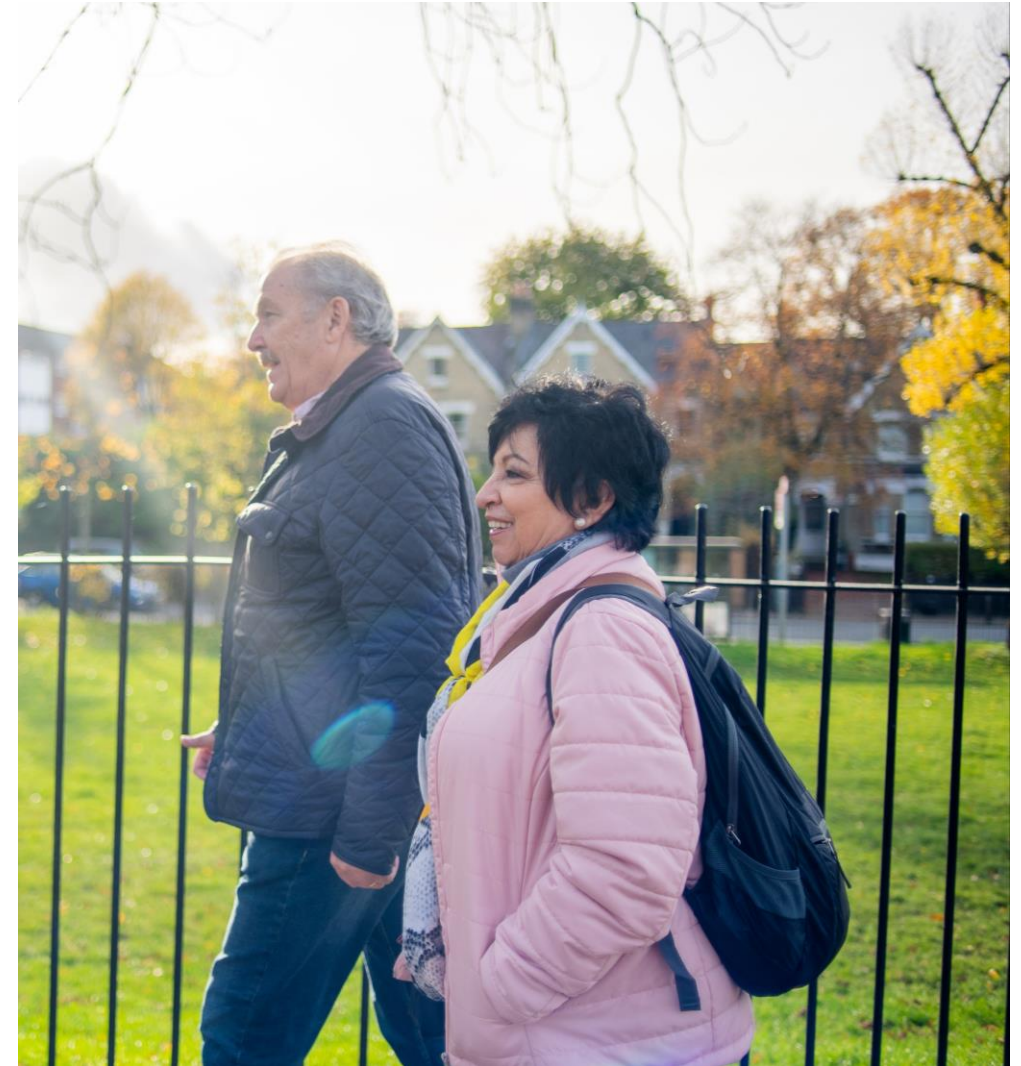


What is an Age-friendly Community?

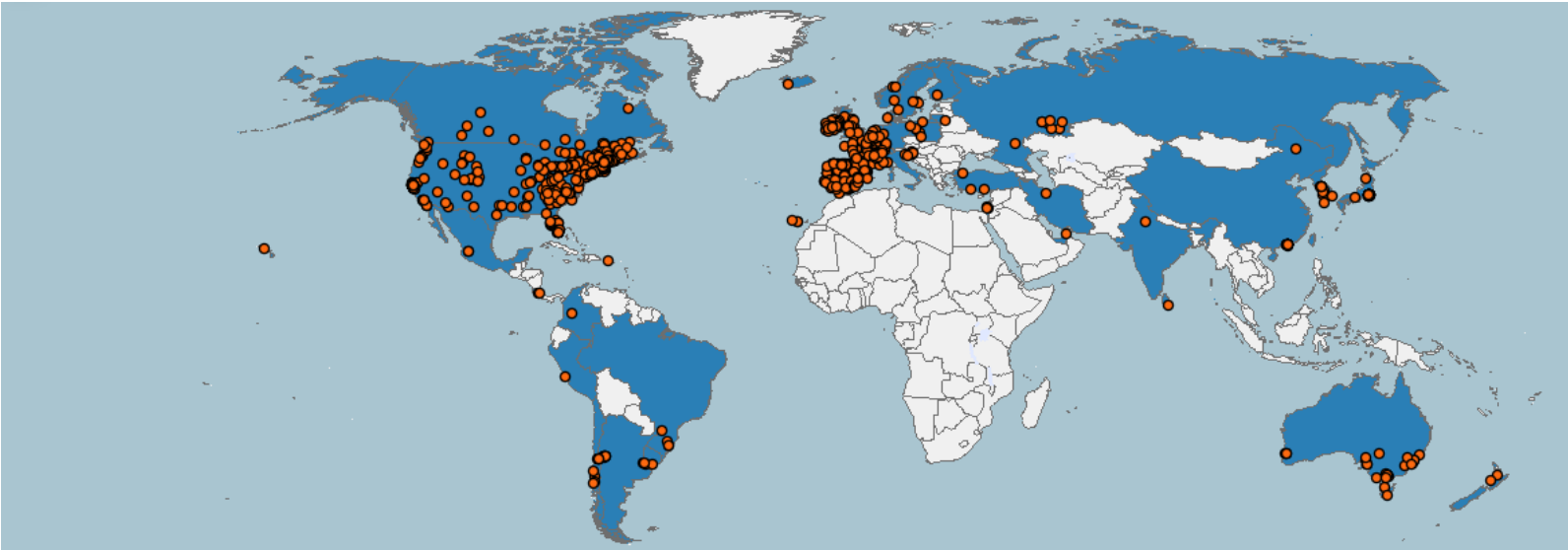
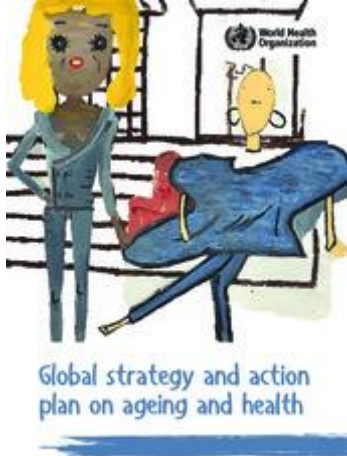
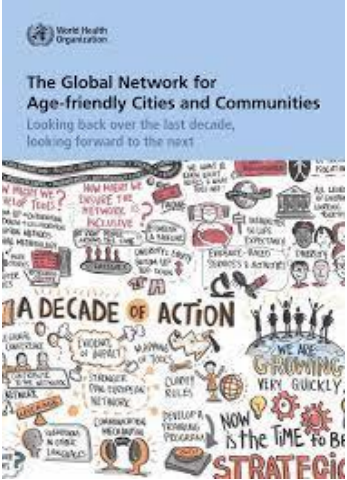
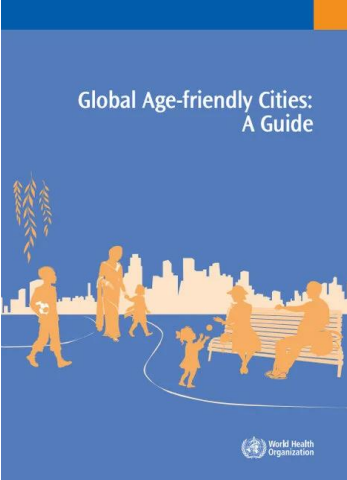
An Age-friendly Community is a place that enables people to age well and live a good later life.

Somewhere that people can **stay living in their homes**, participate in the **activities** that they value, and **contribute to their communities**, for as long as possible.

WHO's Age-friendly Communities framework acts as a guide for communities to achieve this goal.



WHO Age-friendly Communities Framework



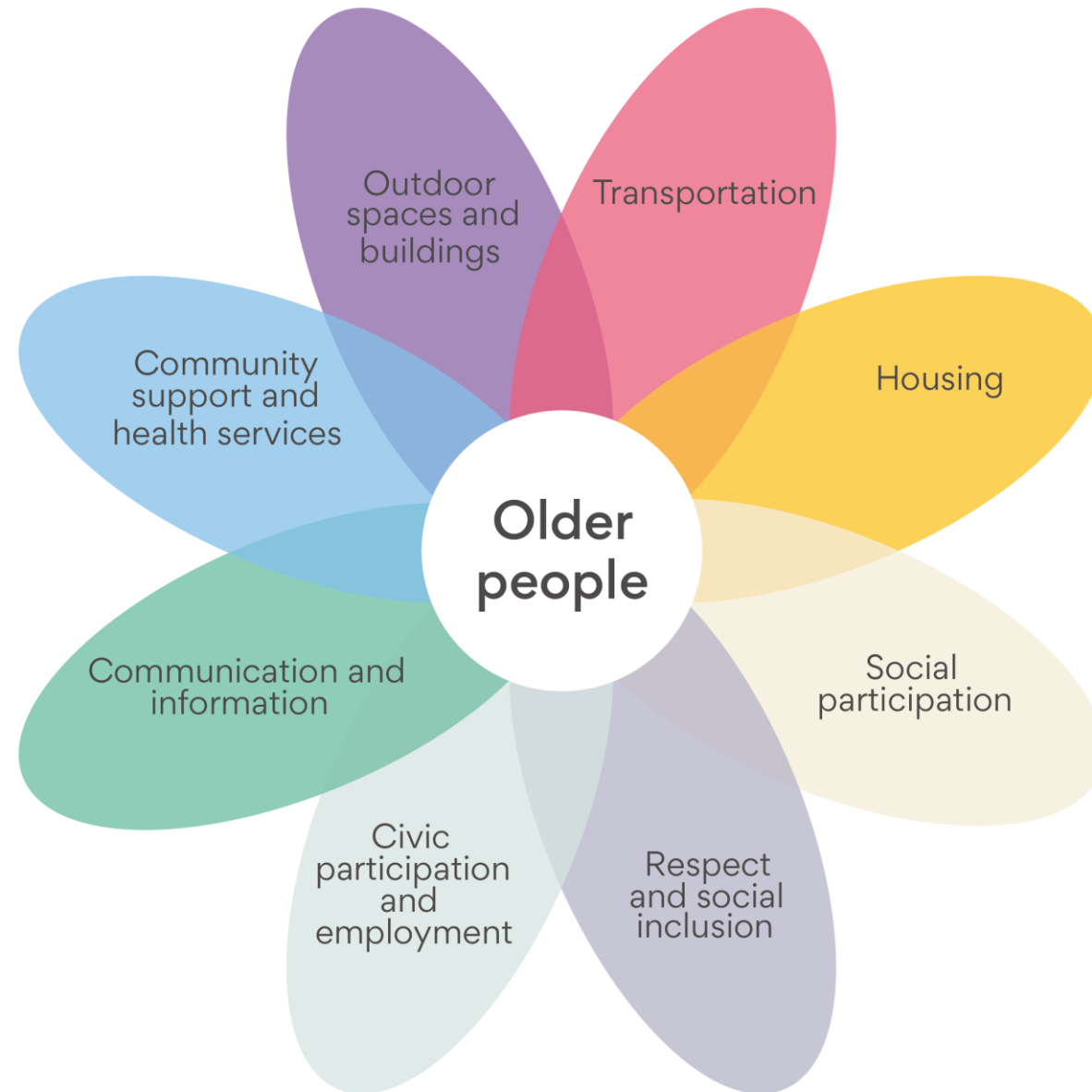
2021-2030
 United Nations
 Decade of Healthy Ageing

Benefits of the Age-friendly Communities approach

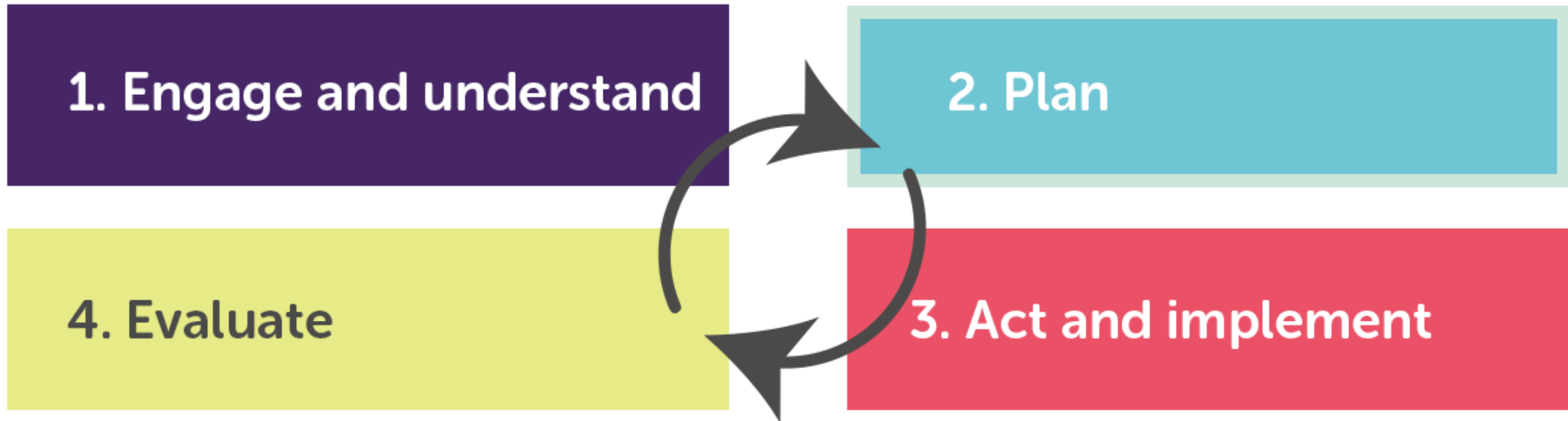
- Address **ageing population**
- Effective and targeted use of **resource**
- **Preventative** approach leading to better health outcomes
- Brings together public, private and voluntary sector
- Demonstrates compliance with the **equality duty** and **care act**
- Working with **older residents**
- Make **visible** what is already happening locally



WHO Age-friendly Communities Framework: 8 domains



WHO Age-friendly Communities – Programme Cycle





Examples of age-friendly work happening across the network



Walking audits in Bolton



Age-friendly awareness training in Isle of Wight



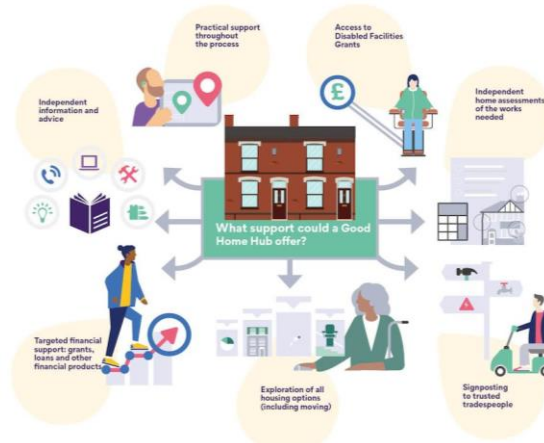
Sign the Age-friendly Employer Pledge- 34 LAs, 450 employers



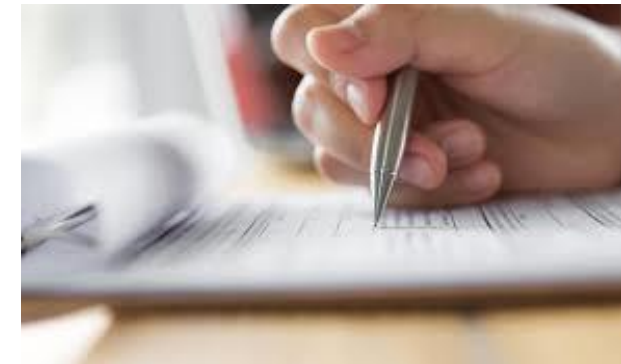
Pension Credit Uptake Campaign Greater Manchester



International Day of Older People event in village hall in Banbury



Good Home Hub in Lincolnshire



Form Filling Friday in Hastings

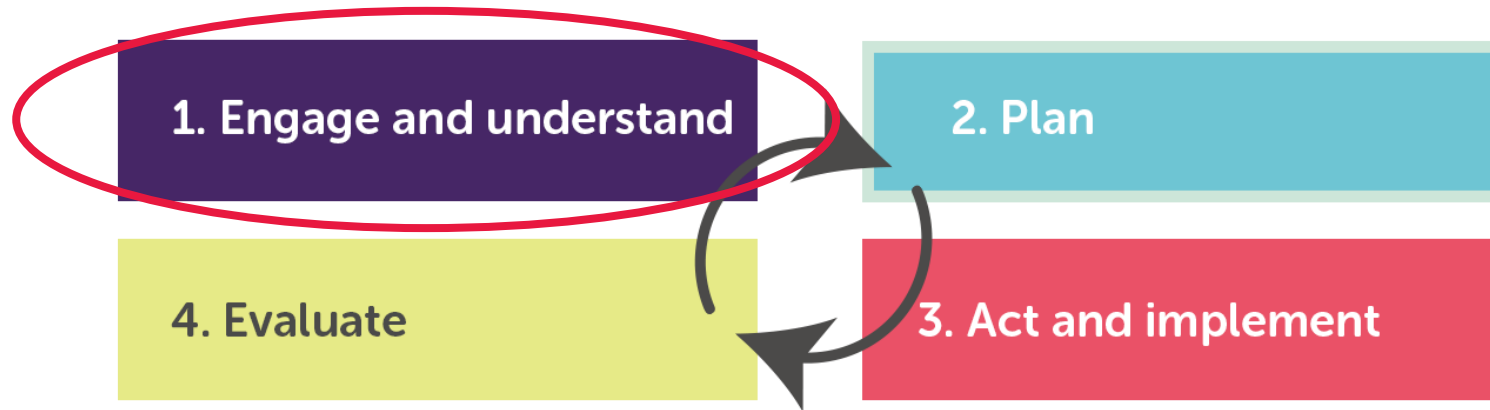
89 members of UK Network of Age-friendly Communities

- Antrim and Newtownabbey
- Ards and North Down
- Armagh City, Banbridge and Craigavon
- Banbury
- Barnsley
- Bath and North East Somerset
- Belfast
- Birmingham
- Bolton
- Bournemouth, Christchurch & Poole
- Brighton and Hove
- Bristol
- Buckinghamshire
- Bury
- Calderdale
- Cardiff
- Carlisle
- Causeway Coast & Glens
- Cheshire West
- Cumberland
- Corsham
- Derry City and Strabane
- Doncaster
- Durham
- East Lindsey
- East Riding
- Fermanagh and Omagh
- Flintshire
- Framlingham
- Greater Manchester
- Gwynedd
- Hastings
- Hebden Royd
- Hertfordshire
- Isle of Anglesey
- Isle of Wight
- Kirklees
- Knowsley
- Leeds
- Leighton- Linlade
- Lisburn Castlereagh
- Liverpool
- Liverpool City Region
- London
- London Borough of Barnet
- London Borough of Hackney
- London Borough of Islington
- London Borough of Kingston Upon Thames
- London Borough of Lambeth
- London Borough of Lewisham
- London Borough of Newham
- London Borough of Southwark
- London Borough of Sutton
- Manchester
- Melksham
- Mid and East Antrim
- Mid Ulster
- Middlesbrough
- Newcastle upon Tyne
- North Norfolk
- North Somerset
- North Yorkshire
- Norwich
- Nottingham
- Perth and Kinross
- Plymouth
- Rhondda Cynon Taf
- Rother
- Salford
- Sefton
- Sheffield
- South Ayrshire
- South Gloucestershire
- South Holland
- South Lakeland
- South Lanarkshire
- South Tyneside
- St Ives
- Stevenage
- Stockport
- Stoke-on-Trent
- Sunderland
- Torbay
- Trafford
- Vale of Glamorgan
- Wigan
- Yate
- York



How does a community get started?

- **Political support** – Leader, Cabinet or Exec Committee
- Set up steering/ working group(s) with **stakeholders** and **older residents**
- **Assess current age-friendliness of your place** (data baselining and speaking to older residents)





**Age
Friendly
Leeds**



Leeds
CITY COUNCIL

**Leeds
Older
People's
Forum**

Caroline Baria – Director of Adults & Health

X Follow us: @AgeFriendlyLDS



Outline:

- Why is Age Friendly Leeds is important to us?
- The story of Age Friendly Leeds
- A strategic approach
- Some examples in practice



Why is Age Friendly Leeds Important?

- **An ageing population:**
 - 1/3 of people in Leeds are 50+. We are a young city but many people in later life call Leeds their home!
- **The 60+ population group is growing:**
 - By 2033 we will have an estimated 19,300 more people aged 60+ in Leeds – significant growth in 80+
- **Our older population is becoming increasingly diverse:**
 - 1/10 people aged 50+ are from ethnically diverse communities (13%), increasing to 2/10 for people aged 30-49
 - 19% of people aged 50+ live in the 10% most deprived areas nationally. This increases to around 24% in people across all ages
- **The number of years that people spend in good health in later life is unequal between different communities.**
 - People living in more deprived communities on average spend more years in poorer health and this starts in their early 50s

[Director of Public Health Annual Report – Ageing Well: Our Lives in Leeds](#)



Ageing Well: **Our Lives** In Leeds



**Director of Public
Health Annual
Report 2023**



Background

The Leeds Health and Wellbeing Strategy 2023-2030



'Leeds will be a healthy and caring city for all ages, where people who are the poorest improve their health the fastest'

Equality Improvement Priorities 2021-25

Leeds Best City Ambition



Age Friendly Leeds Strategy & Action Plan 2022 - 2025



The city's third Age Friendly Strategy since 2015.

Reviewing for 2025-2030.



Neighbourhood Networks



What they do

- Build and maintain relationships
- Contribute to society
- Meet basic needs
- Provide support for members to learn, grow and make decisions
- Encourage members to be mobile



How they work

- Range of activities** for older people to access
- Relationships** with and between members, volunteers and other stakeholders
- Responsiveness** to older people's needs and circumstances
- Reassurance** for older people and their families



What they need

- Financial Resources**
 - Flexible core grant
 - Funding from a range of sources
- Human Resources**
 - Paid staff | Volunteers
- Other internal factors**
 - Good governance
 - Effective leadership
 - Access to facilities
- Other external factors**
 - Good reputation
 - Supportive policy environment



The difference they make

- Increasing social contact and connectedness
- Preventing social isolation and loneliness
- Improving health and wellbeing



The impacts they have

- Preventing** the onset of ill health
- Delaying** the deterioration of health
- Reducing** pressure on the health and care system, and informal carers

Leeds Community Health & Wellbeing Service

Co-Commissioned with Leeds Community Healthcare

A New Deal for Care Staff

Working in Partnership with Providers

- Referrals for routine visits e.g. med prompt, catheter care
- Working towards clinical delegation with dedicated nurse
- Providing consistency and capacity
- Co-ordinated care – individual, family, ASC, primary health
- Small neighbourhood teams
- Paid for whole shift through an enhanced hourly rate
- Flexibility & freedom to personalise support
- Shared training and developing a senior care worker role
- Ageing Well and prevention principles embedded in service specification
- Jointly responsible for all pickups in area
- New role in care planning, reviews and adjustments
- Delivery focused on outcomes and independence
- Creating and supporting community & social connections



Experiences of ethnically diverse communities: Carers and third sector support



- Work with Hamara, ABA Leeds and Touchstone on reaching out to carers from ethnically diverse communities.
- Action group, which is a spin off from the Leeds Carers Partnership Board.
- Community based roadshows.
- Working on a joint Lottery bid amongst other things.





**Age
Friendly
Leeds**



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CITY COUNCIL

**Leeds
Older
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Caroline Baria – Director of Adults & Health

Helen Laird – Head of Public Health (Ageing Well) – helen.laird@leeds.gov.uk

 **Follow us: @AgeFriendlyLDS**

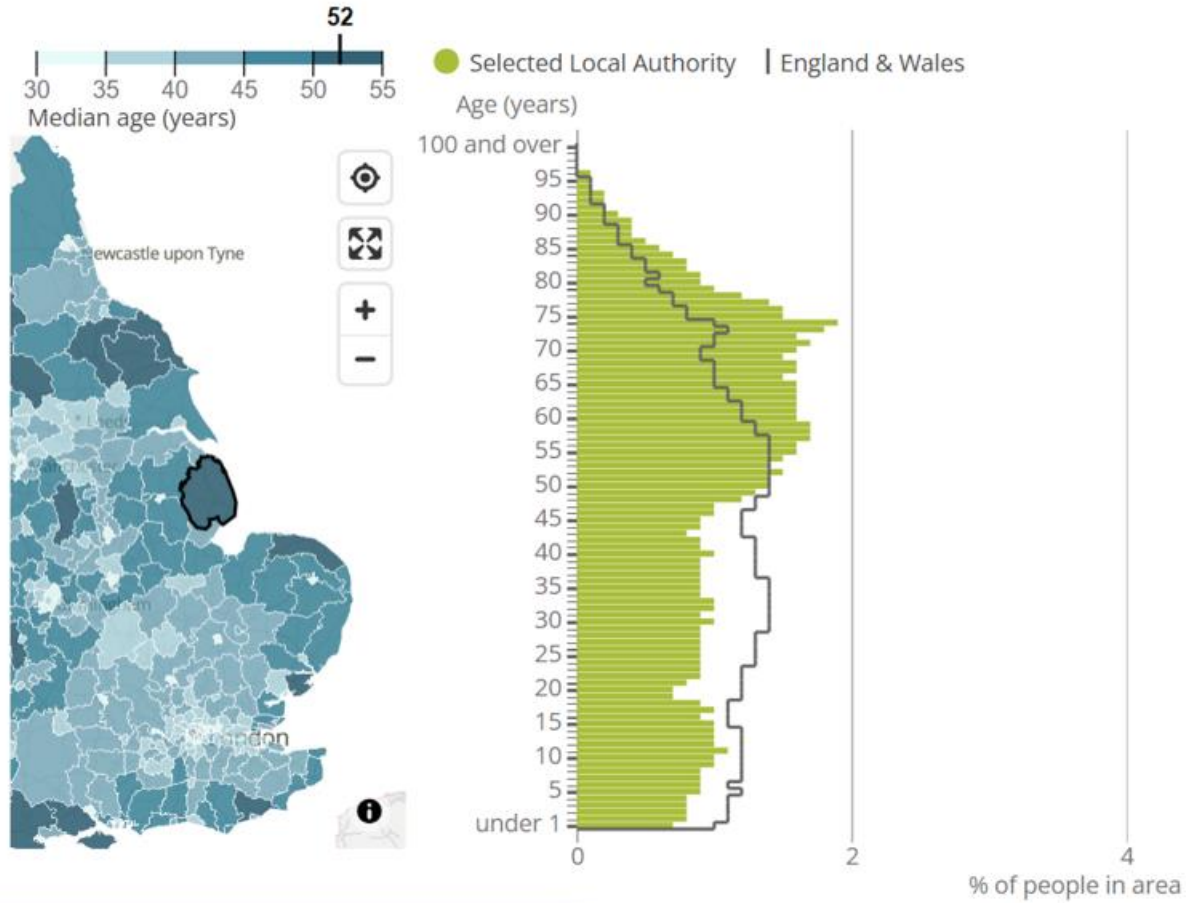


Preparing for an Ageing Population: What Can Local Authorities Do?

Cllr William Gray

Portfolio Holder for Housing,
Communities & Better Ageing

Ageing East Lindsey



Our Age-friendly Journey

Historic commitment to support people to age well ...

2015 - 2022

T.E.D Ageing Better In East Lindsey



'Ageing Better programme'

2019

Age-friendly Principal Officer

2019

Better Ageing Portfolio

2019

Member of the UK Network

2020

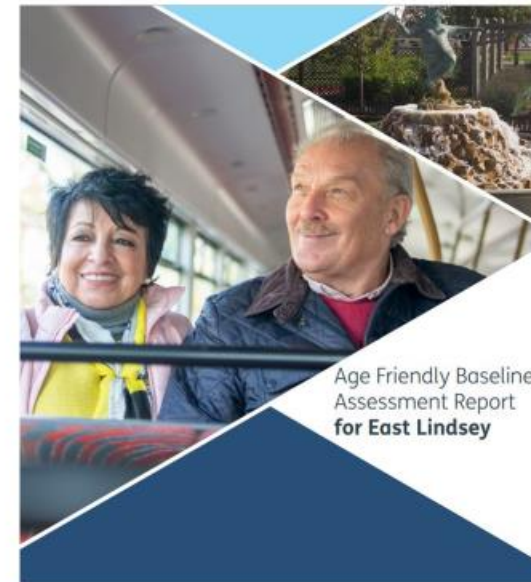
Signatory in the Lincolnshire

Rural Strategic Partnership

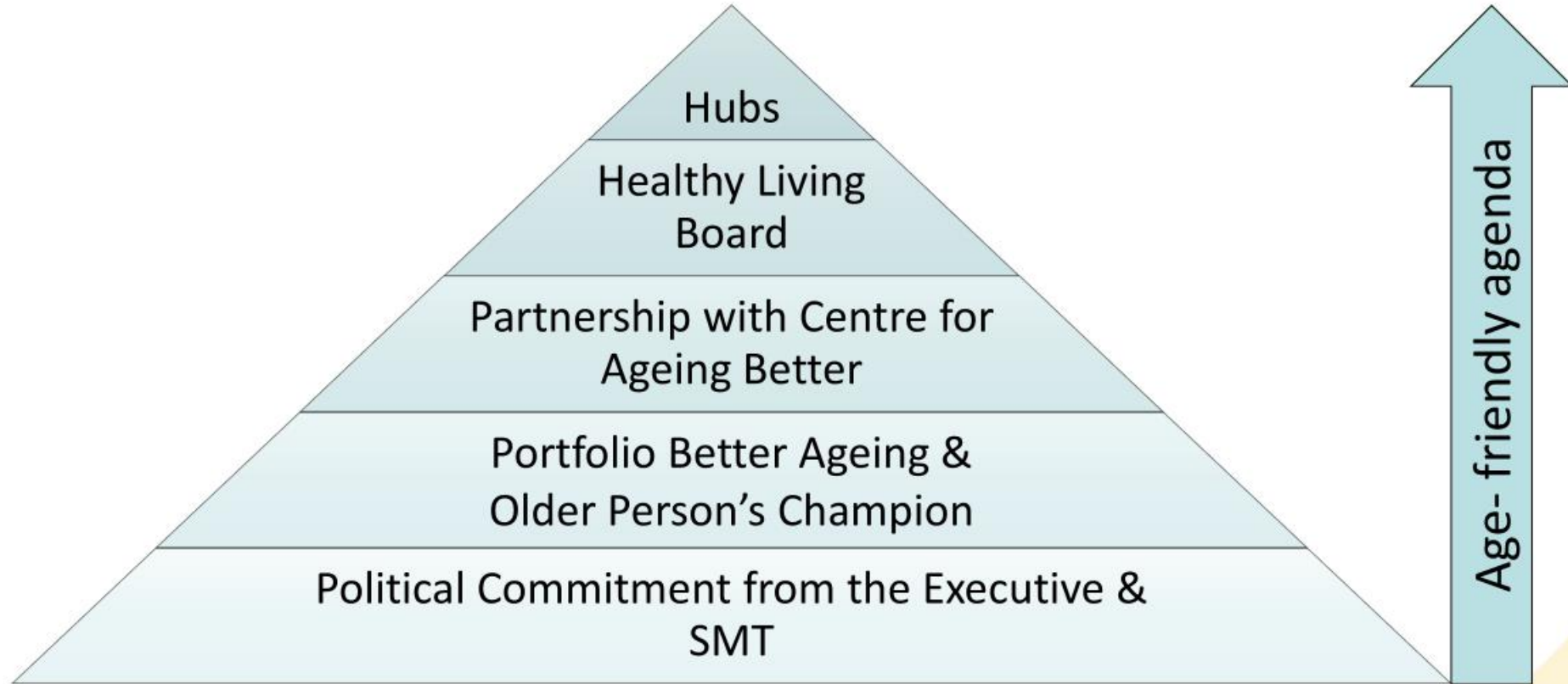


Our Age-friendly Journey

- 2021** Age-friendly Baseline Assessment Published
- 2021** Member of the WHO Global Network of Age Friendly
- 2022** Age-friendly Communities Officer in Healthy Living Team
- 2023 – 2024** Age-friendly achievements



Political Journey



The voice of older people



*“At the heart of an Age-friendly Community is the **meaningful engagement and involvement of older people.***

...ensure that older people can shape their local community and place, so that services and spaces work for people as they age.”

The Centre for Ageing Better



Achievements



LINCOLN INSTITUTE FOR RURAL AND COASTAL HEALTH (LIRCH)



DFC
Dementia
Friendly
Communities



Good Home Alliance

Helping you to stay safe, warm and well at home

- Identifying work that needs to be done
- Financing repairs to improve energy efficiency, safety, and security, and even moving home.
- Information and advice on all aspects of home improvement, maintenance, repairs, and adaptations.
- Referral partners have access to caseworkers.



[Good Home Lincs | Lincolnshire \(connecttosupport.org\)](https://connecttosupport.org)

Contact information:

Cllr William Gray

william.gray@e-lindsey.gov.uk

cllrw.gray@lincolnshire.gov.uk

Your next steps.....

Enable political support for becoming an Age-friendly Community

Submit a motion to become an Age-friendly Community, pass on to relevant Exec Member

Introduce to relevant department – e.g. Public Health, Adult Social Care, Communities, EDI/ Strategy

[Webinar- Housing quality and people's health: making the case for improving health through housing – 20th November](#)

[Webinar- Introduction to Age-friendly Communities – 21st November](#)

Advocate for an Older Person's Champion role for a councillor

Find out who your Age-friendly lead is and ask how you can support them

[UK Network of Age-friendly Communities map](#)

Resources and contact

Fringe session pack

QR code for your email- or write it down at the end of this session

Contact

AFC.Network@ageing-better.org.uk

