

A photograph of two elderly women smiling. The woman on the left has short white hair, wears glasses, and a teal sweater. The woman on the right has dark hair, wears a white knit hat, glasses, and a teal top with a white scarf. In the background, a person is partially visible, and there are blue panels on a wall.

Ageing Well

Strategy 2020-2025

Supporting older people
to age well in Hackney

Link to [Strategy](#)

Link to [webpage](#)

Our vision for Hackney- in brief

We are committed to being an age-friendly borough and for Hackney to be a great place to live and grow old in.

Older residents in Hackney want to feel empowered, informed, valued and supported; through age-friendly communities and services and specialist care if the need arises.

The strategy aims to:

- understand and respond to localised need and interests of older people
- ensure that council services, policies and practice are age friendly
- create a culture shift in how older people are perceived and supported
- influence partners, and the community and voluntary sector to support our shared vision.

How we've developed the strategy

1. Taking stock of existing local data and national and international research about older people.
2. Stakeholder mapping and briefing with voluntary and community sector, public services, housing.
3. Informal focus groups exploring what it means to grow old in Hackney.
4. Recruitment of older peer facilitators through HCVS Connect Hackney, trained in community research.
5. Co-design with peer facilitators exploring what we want to find out and talk to residents about
6. Consultation and engagement with our older population (c.400 people were engaged).
7. Analysis: Identifying themes from the consultation and previous research.
8. Solution-focused stakeholder engagement and asking services how they can adapt and change, based on the findings.
9. Recommendations: drafting of strategy with peer facilitators
10. Roundtable with umbrella older people's groups to discuss draft strategy.
11. Formal online and offline consultation September-October 2020
12. Strategy was adopted by Cabinet in December 2020.

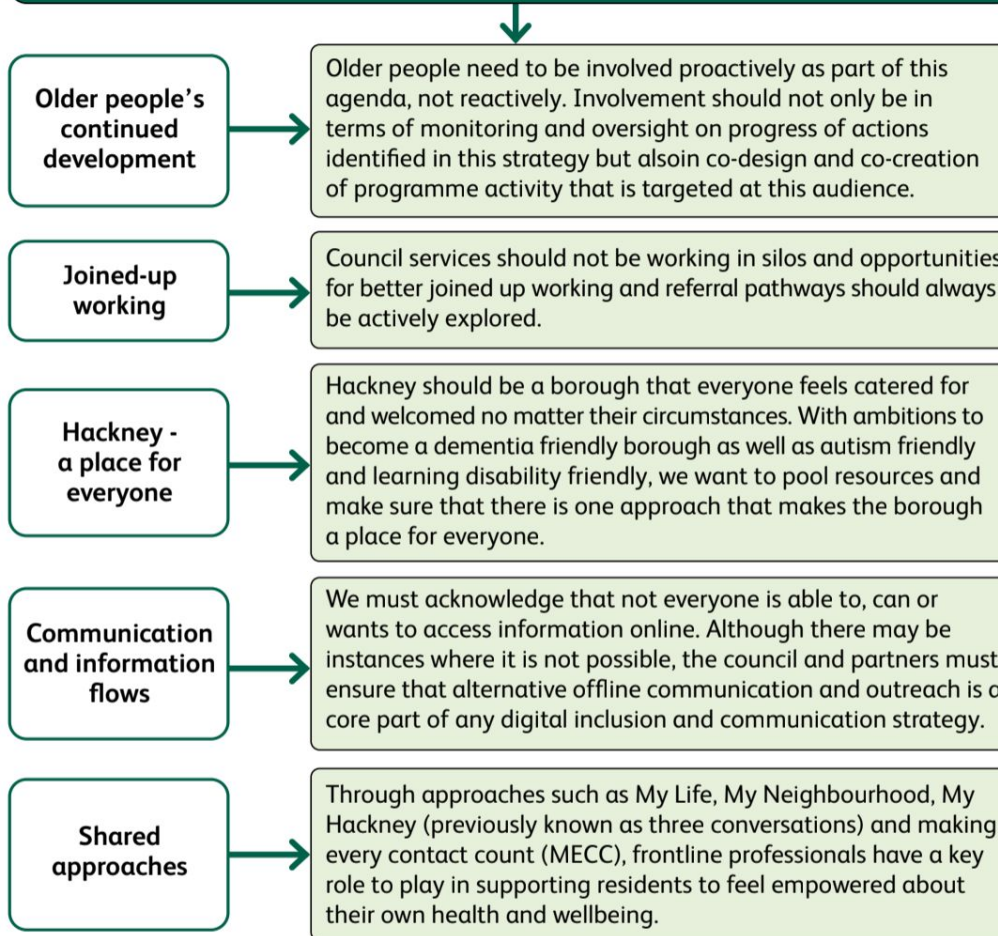
Priority areas for ageing well in Hackney



Key enablers

- Shared approaches
- Joined up working
- Hackney - a place for everyone
- Communication and information
- Continued involvement of older people

Enablers what needs to happen to support people to age well



What has happened so far?

- December 2020: Ageing Well Strategy adopted by Cabinet
- January 2021: Hackney joins UK network of age-friendly communities
- February 2021: Hackney joins World Health Organisation's global network of age-friendly cities and communities, and passes a motion to become an age-friendly borough
- March 2021: 40 residents aged 55+ join Hackney's Older Citizen Committee (HOCC) alongside resident representatives from Age UK's Older People's Reference Group and Connect Hackney's Older People's Committee.
- Co-production begins in August 2021 and continues to date, through working groups themed around the six strategic priorities.
- November 2021: Hackney successfully shortlisted for a bid through the government's Shared Outcomes Fund. A £5m fund has been committed for a Partnerships for People and Place project: focussing on: place-based initiatives, which create better cross-government coordination. Early scoping meeting in January but we have pitched Preventative approaches to health inequalities through community engagement, integration and neighbourhoods - specific focus on ageing well.

How are we tracking this and what has happened so far?

- [Delivery plan](#) that tracks progress
- Work with Hackney Older Citizens Committee (HOCC) to feed into current plans and challenge council decisions (Event with the Mayor in March to meet each other and have the Mayor listen to older people's concerns)
- Challenges with progressing officer level governance due to pandemic, resource constraints and refugee crisis but this is a priority to establish and progress by autumn.
- The main focus so far as been about building the older person's voice into council mechanisms and influencing culture and transformation, advising and providing insight into older people's needs and interests ([Hackney Ageing Well-one year on](#))
- The next slides highlight examples of where council services have applied ageing well principles or have been advised through the ageing well strategy on their interventions

Examples of where Ageing Well principles have been applied

Current link work model pilot in the council's customer services team aims to ensure that vulnerable residents are supported early on and prevented from reaching crisis - specifically through supporting early referrals and unblocking barriers to these referrals being followed up. As part of the pilot, the project prioritised people aged 70+ who hadn't logged a repair in 2+ years with the Council. Customer service staff have been seconded into this role and the pilot is using repairs as the route to speaking about other wellbeing issues people might be facing.

The Hackney Older Citizens Committee have fed into the new Health and Wellbeing Strategy and recommendations. The focus is on mental health, financial security and increasing social connection- all key aspects of ageing well. Beyond the Hackney Older Citizens Committee, the Public Health team also heavily engaged other older people's groups to attain feedback and insight.

Adult Social Care have redesigned their resident involvement work- including adding new groups, such as the Carers Partnership Board and currently recommissioning services such as homecare using a co-design approach with residents.

We have worked closely, via the culture team, with Hackney Social Radio, including intergenerational conversations being recorded with older and younger people around the experience of ageing, ageism and climate change.

Working with the planning team to organise intergenerational forums for the child friendly supplementary planning document, ensuring that the guidance now references older people and age-friendly spaces.

Working with the parks team to ensure that older people's needs are considered within the parks strategy

Examples of where Ageing Well principles have been applied

Hackney Older Citizens Committee participated and provided input to the library's review and are keen to work further with the commission to see how recommendations could be implemented.

HOCC invited to contribute to very early discussions on what needs to be included in Housing strategy and what needs to be included in the consultation process. Plan to continue to be involved.

Testing with the Hackney Older Citizens Committee the new digital platform for Hackney Circle members to find out about discounted activity for older people in arts and culture in Hackney.

Health and Arts Culture network was set up to bring together arts and culture organisations to focus on supporting older people.

Discussion with Hackney Youth Parliament and Hackney Young futures to establish regular scheduling of intergenerational events.

There are "Chatty Corner" to be piloted in Shoreditch park with benches that have been co-produced by the Hackney Older Citizens Committee.

Benches around Britannia Leisure Centre have been re-designed to be accessible and inclusive.

Digital buddies scheme delivered since April 2020 with residents supporting older residents to get online.

Intergenerational Domestic Abuse protocol launched in December 2021.

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Partnerships for People and Place

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Government's Shared Outcomes Fund. This is a fund that has been committed by Department for Levelling Up, Housing and Communities for a Partnerships for People and Place project-focussing on: ***place-based initiatives, which create better cross-government coordination.***

Hackney pitched the following focus:

Preventative approaches to health inequalities through community engagement, integration and neighbourhoods - specific focus on ageing well

We will support people to age well, taking a neighbourhood approach, joining up the place-based health and social care system with non institutional settings and developing these non institutional settings so they are more focused on health and wellbeing and ageing well

What have we said we will deliver

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The overall outcome of the programme is to reduce health inequalities by increasing the wellbeing of older adults through investing in our local Voluntary and Community Sector (VCS) capacity via a flexible grants programme.

The programme will seek to demonstrate what works in developing community activity that is impactful and connected to the wider system and broadly focuses on two strands of activities and focusing on Hackney Marshes neighbourhood (Homerton and Kings Park):

- 1. Co-produce and implement a flexible grants programme based on a “funder plus” model to engage older people not already involved in local activities, fund gaps in local activities, and as well as add value to existing activities.**
- 2. Maximise the impact of local activities, including intergenerational activities, to tackle health inequalities and help people age well.**

Summary of delivery approach

Grants programme design and delivery- An initial process of mapping and gapping will support understanding of what community based activity exists for older people that ties in to preventative approaches and ageing well.

As part of this process, we can identify and co-design what a flexible grants programme needs to look like, including the criteria, outcomes we expect delivery partners to achieve and eligibility, seeking their input into what shared collective outcomes should be.

Capacity building - The programme will provide workshop and training support for grant organisations on the theory of change, public health and behaviour change science. For example, we will provide introductory training on behaviour change science at the start of the grants process for all VCS partners and a public health workshop that looks at what supports people to age well and that goes through the theory of change. For grant organisations, we will work with them to develop tailored behaviour change interventions using the COM-B framework.

We will conduct short surveys at the start and end of the workshops to measure improved understanding of these topics, as well as adopt a peer support network model where we will host monthly Friday 'breakfasts' where community organisations can share learnings and receive support from experts. We are also keen to look at peer support and intergenerational model approaches through a lens of social inclusion and behaviour change, but also civic inclusion (mutual aid, volunteering programmes for instance), recognising people as assets themselves and how resident led activities can build community, enhance wellbeing and support people to age well themselves, in addition to supporting others.

Outcome and process evaluation- We will measure programme effects in the target population by assessing the progress in the outcomes outlined in our theory of change. A mixed-methods approach will be taken to evaluate the programme and explore what works, for whom, and under what circumstances.

Next steps

Review of governance and officers group- group made up of council services as well as key partners across the system

Establishing provider forum that will ensure a link in to to wider voluntary and community sector and our dementia work

Reviewing membership of our Hackney Older Citizen's Committee and increasing membership