

Title of Report	Ageing Well Update
For Consideration By	Health and Wellbeing Board
Meeting Date	8th March 2023
Classification	Open
Ward(s) Affected	All
Report Author	Sonia Khan

Is this report for:

<input type="checkbox"/>	information
<input checked="" type="checkbox"/>	discussion
<input type="checkbox"/>	decision

Why is the report being brought to the Board?

To provide a progress update and identify some current cross cutting issues of particular relevance to the Health and Wellbeing Strategy Priorities and to the Health and Wellbeing Board.

*Preventable conditions: Whilst the Ageing Well Strategy has a focus on over 55s, much of the work is helping us develop our understanding of how we **encourage everyone to think about ageing as a lifelong process of change**. Some of the intergenerational work we have funded through Partnerships for Place is testing what this might mean in practical terms and we have also contributed to research led by King's College London.*

*Social connection: Through the implementation of the strategy we are able to draw out the importance of **ensuring that social connection is considered in the way we design, deliver and evaluate any service**, rather than seeing it as a stand alone intervention. So for example a yoga class can have direct health benefits, but people may be motivated to attend because of the social aspect and may benefit as much from the connections they build as from the activity. This is particularly relevant when services are reviewed as subtle changes might impact on how an activity supports social connections.*

*Financial security: The work has highlighted the specific employment support needs of people over 50 and **the importance of developing more targeted support that also supports financial security and wellbeing**. This is a group that have left the labour market in greater numbers during the pandemic and may now need to work again because of the cost of living crisis.*

Has the report been considered at any other committee meeting of the Council or other stakeholders?

No

1. **Background**

In December 2020, Hackney adopted its first Ageing Well Strategy and in March 2021 Hackney Council passed a motion to be an age-friendly borough. This strategy focuses on developing a more age friendly Council and borough, building a community that values and includes older people, benefits from their contributions and supports them in their later years. While this strategy is primarily focused on what Hackney Council will do to support older people to age well, a crucial part of this is the joined up working with partners and the local community that can enable and support this shared vision. We want to lead by example and use our influence and levers to promote a more age-friendly Hackney and learn from best practice elsewhere. This strategy aims to future proof services in Hackney as older populations will continue to increase in the future, so that policy and delivery always reflect what is required. In March 2021 40 residents aged 55+ came together

alongside resident representatives from Age UK's Older People's Reference Group and Connect Hackney's Older People's Committee to form Hackney's Older Citizen Committee (HOCC) which helps co-produce the solutions that have been identified as needed in the strategy, and to bring an older person's perspectives to new strategy.

2. Updates

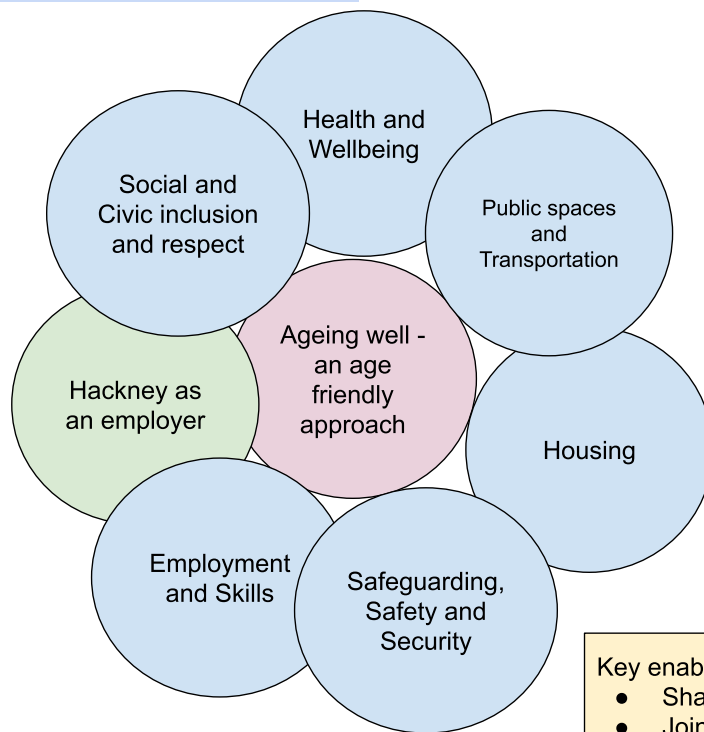
Since the Ageing Well Strategy was adopted in late 2020, there has been a local election and we are in a new administration and strategic planning cycle. The Ageing Well Strategy priorities have been strengthened by the new commitments for 2022-2026, including what is in the Strategic Plan and the administration's Manifesto Commitments. Members of the HOCC reviewed the Strategic Plan before it was adopted, helping strengthen the focus on social connection. The way that Ageing Well has influenced 2022-26 priorities is summarised in this update.

In November 2021, Hackney secured £250,000 through Partnerships for People and Place to help us develop locality based responses to the Ageing Well strategy, facilitating closer partnerships across Council services, Health partnerships, community organisations and central government, with a focus on the Hackney Marshes Neighbourhood. This update weaves in how we have progressed this work and, through this, supported the delivery of the Ageing Well Strategy. A final evaluation will be available later this year.

A report on the initial mobilisation of actions was published in March 2022. Since then, it has been difficult to be able to prioritise dedicated capacity within the Strategic Delivery Team, particularly in the context of pressing immediate priorities. cost of living and refugee responses. We know that this is needed, and an officer has been working on this for 0.5 FTE since January 2023 and will be joined by an additional recruit in the next few months to focus on ageing well and embedding dementia friendly working.

This report therefore draws out main highlights but recognises the need to come back with an assessment of progress in 6-9 months time, once we have been able to systematically progress the strategy through more proactive engagement with services and partners and through more dedicated development work. For this reason, there are two areas of the strategy that we have not focused on- housing and safeguarding / safety.

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

Health and Wellbeing

Influencing priorities 2022-26:

Physical activity to support wellbeing: The Ageing Well Strategy draws out the importance of physical activity in helping people stay well, age well and prevent health conditions. There is a renewed commitment for 2022-26 on innovative ways to get people to be physically active, building on Kings Park Moving Together and a commitment specific to walking, which has a focus on older residents.

Social connection: The Ageing Well Strategy demonstrated how many of the risk factors, such as bereavement, transport issues and poor physical health are more common in older people making them more likely to be socially isolated. The Strategy highlighted the higher risk of loneliness in older men, people who are LGBTQIA and older people from black and global majority groups. The Strategy highlighted the very hard consequences on health because poor social relationships are comparable with smoking as a risk factor for mortality. The Hackney Older Citizen's Committee and other older people's groups directly contributed to sharing the Health and Wellbeing Strategy and welcomed the focus on increasing social connection and will be keen to remain engaged in the development of the response.

Carers: The Ageing Well Strategy highlighted the needs of older carers and “hidden carers” particularly those caring for someone with dementia. The Carers Strategy under development will reset our approach to carers including unpaid carers and the Hackney Older Citizen’s Committee will be keen to contribute to this. Since 2020, they have participated in helping shape the recommissioning of services such as homecare

Development and innovation:

Preventative work in communities: Evaluations of the grants awarded via Partnerships for People and Place will help develop our understanding of how community activity can better support ageing well and connect with Neighbourhoods.

Physical activity: Work commissioned by Kings Park Moving Together will help us consider how we strengthen our whole system approach to tackling physical inactivity in Hackney. This work will help us to develop how we can maximise resources going in across the system to support older people, including those with dementia, to be physically active.

Development and innovation:

Anticipatory care: we are feeding the learning from Partnerships for People and Place directly into the development of anticipatory care through regular meetings. As anticipatory care coordinators for each neighbourhood area come into post, there is an opportunity to be matched with the voluntary organisations with the best reach.

Poverty: Through Money Hub, pension credit take up campaigns and the distribution of the Household Support Fund, we have recently identified new ways to reach pensioners and older people in financial need. This will be used to inform wider actions to reach older residents, The HOCC is keen to continue to shape Hackney’s response to the cost of living crisis, considering the needs of older people, including those with dementia.

Research on Ageing: Older people have participated in a UKRI-funded research programme led by King's College London on “The Sciences of Ageing and the Culture of Youth (SAACY).”

We look forward to how this research will inform future strategy around ageing as it focuses on understanding ageing as a lifelong process of change.

Social and Civic Inclusion and Respect

Influencing priorities 2022 -26:

Social connection: The Ageing Well Strategy highlighted how social and civic inclusion and social support are strongly connected to good health and well-being. This built on the legacy of Connect Hackney which was set up with a focus on improving the wellbeing of Hackney older residents by reducing or preventing loneliness and isolation. As well as the commitment to social connection, the commitment to Ageing Well is further developed through an Ageing Well Week which

will challenge ageism, celebrate the contribution of older people and showcase activity.

Libraries and Museums: The Ageing Well Strategy highlighted the importance of libraries in supporting strong and cohesive communities and identified the need to ensure that their work linked to a broader cultural offer. This was explored further by Hackney Older Citizen's Committee as part of the consultation on the Libraries Strategy which highlighted the potential of libraries to encourage people of all ages and from diverse backgrounds to come together if activities were more dynamic and appealing, the role libraries play in digital inclusion and in combating loneliness. The HOCC are now influencing the future of the Museum in a Reimagining

Hackney Museum through a project drawn up specifically with Ageing Well and the Older Citizens' Committee in mind. This is because older people in the borough have rich lived experiences that will help develop new programming for the Museum.

Development and innovation:

Culture: The Ageing Well Strategy identified the need for more age friendly leisure and culture activities in the borough. [Hackney Circle](#) is a free membership scheme for older residents, which aims to tackle loneliness and isolation in partnership with Hackney's cultural venues, restaurants and cafes. Hackney Circle has been relaunched with a new website. Through a Partnerships for People and Place grant, Hackney Circle is now also delivering arts-led workshops within the Anchor Hanover housing estates, in Hackney Marshes Neighbourhood, to build an active group of participants at each site. This should help develop a model for other Over 50s housing settings.

Ageing Well Network: To support the Ageing Well week, we have scoped out the development of a new network focused on Ageing Well which will bring together organisations that work with older people or support ageing well, the Council, health partners and residents. We want to work together to develop community based activity, by mapping and gapping activity, working together on potential fundraising, on shared branding and marketing and on developing the overall offer, helping provision to reach new groups or become more holistic for example. The initial scoping and mapping of organisations has been completed and we are speaking with HCVS about how we progress this so that we build on the legacy of Connect Hackney.

Intergenerational activity: The Ageing Well Strategy identifies a range of ways that intergenerational work supports ageing well including skills exchanges, community relations and reciprocal support. We have mapped all intergenerational work so that this can also be developed as part of the development of the new network. Through Partnerships for People and Place we are also keen to develop the understanding of the impact of intergenerational work even further, testing, for example, whether intergenerational work can help raise awareness of how to age well.

Locality based activities: this were identified in the Ageing Well Strategy as something that older people valued a great deal, as people might be less mobile but also more focused on their immediate community. Partnerships for People and Place

investment is helping develop our approach to local community infrastructure and to local facilities. The investment is helping us find a sustainable approach and management model for Council-owned buildings in the King's Park ward that enables improved social capital and integration.

Public Spaces and Transport

Influencing priorities 2022-26

Accessible public realm: The Ageing Well Strategy made the case for looking at how the public realm could be more accessible as part of wider "planning for real" type exercises. This has informed a new priority to develop an accessible design guide. The Strategy identified a number of inhibitors to older people's mobility that needed to be considered in addition to accessible design including seating, availability of public toilets and considerate cycling. These are also priorities that are being progressed so that the HOCC can now continue to influence and shape.

Parks: these are valued by older people and the Ageing Well Strategy identifies the need to involve older people in designing parks and green spaces that enable them to access, enjoy and fully participate in them. The HOCC were able to influence the new Parks Strategy directly. Suggestions included the design of benches and the improvement of pathways as well as creating more spaces to relax and enjoy nature, more areas to socialise and to meet and make friends.

Buses: The HOCC shared insight about the value of buses in a Council Scrutiny session on Transport for London bus changes. The evidence to Scrutiny drew out how important buses are in age friendly cities as well as in reducing car journeys, and why we need to think about their role beyond travel to work, that not all older people can switch to "active travel" or take the underground, as well as the types of changes that inhibit people from travelling at all. Whilst Transport for London had already made their decisions to save a number of bus routes, following consultation, this is valuable insight that we will return to in future discussions and should there be future consultations.

Low traffic neighbourhoods: The HOCC ensured that the views of older people were considered as part of nuanced discussions about low traffic neighbourhoods. They provided an important perspective from those that do have to use cars or buses, cannot easily switch and had experienced increases to journey times. This type of insight has helped shape a much sharper focus on monitoring delays to bus journeys and on main roads.

Climate change: Members of the HOCC have expressed concern that the older generation is seen as part of the problem not the solution in the context of the climate crisis and have been keen to ensure their voice is heard in shaping the Council's new Climate Change Action Plan. Two dedicated sessions were held to capture these views as part of the recent consultation.

Employment and Skills / Hackney as an Employer

Influencing priorities 2022-26

Apprentices: Hackney already has an apprenticeships programme with no upper age limit, recognising the value of such pathways for career changers. The Ageing Well Strategy has identified that older people face specific barriers and that employment support can be geared towards a younger age group. Since the pandemic there are also a growing and disproportionate number of people out of work who are over 50.

Development and innovation:

Through Partnerships for People and Place, we recently held a session with members of the HOCC, employment support providers, health partners, the voluntary and community sector and central government to examine employment needs of over 50s and better understand what was needed to offer tailored support. From this session we found that traditional employment programmes are not working for older people, and moreover are geared for a younger age group. We have concluded that we need to design holistic support that joins up occupational health support, financial support, networking, advice on how recruitment and the labour market has changed and job fairs focused on labour market gaps, with employment offers and trials. We also need to challenge age discrimination. There was a strong ask from residents that this is co-designed with them for it to succeed. This all points to the need for more community led or collaborative approaches. A pilot will now be scoped out between the Employment Support Team, health partners, DWP and residents. We are also bidding for funding via the Cooperative Councils Innovation Network (CCIN) to share practice with other Councils that are seeking to tackle labour market barriers and shortages with the intention of drawing out national policy lessons.

1.1. Policy Context:

Please detail which, if any, of the Health & Wellbeing Strategy priorities this report relates to?

<input type="checkbox"/>	Improving mental health
<input type="checkbox"/>	Increasing social connection
<input type="checkbox"/>	Supporting greater financial security
<input checked="" type="checkbox"/>	All of the above

Please detail which, if any, of the Health & Wellbeing Strategy Ways of Working this report relates to?

<input type="checkbox"/>	Strengthening our communities
<input type="checkbox"/>	Creating, supporting and working with volunteer and peer roles
<input type="checkbox"/>	Collaborations and partnerships: including at a neighbourhood level
<input type="checkbox"/>	Making the best of community resources
<input checked="" type="checkbox"/>	All of the above

1.2. Equality Impact Assessment

An Equality Impact Assessment was not undertaken for this report as it is an update. The Ageing Well Strategy equality impact assessment demonstrated how we have consciously considered how we can meet our public sector equalities duties set out in the 2010 Equalities Act.

1.3. Consultation

This report has been informed by the views of the Hackney Older Citizen Committee whose insight is provided in the report.

<input checked="" type="checkbox"/>	Yes
<input type="checkbox"/>	No

Have the relevant members/ organisations and officers been consulted on the recommendations in this report

<input checked="" type="checkbox"/>	Yes
<input type="checkbox"/>	No

1.4. Risk Assessment

There are no risks arising from this specific update report. The most relevant risk identified when the Ageing Well Strategy was adopted was the impact of the pandemic on older people and on capacity to deliver. This has had a direct impact that makes the Ageing Well Strategy all the more important, but also has impacted on capacity and plans are underway to temporarily bring in additional capacity to mitigate this.

1.5. Sustainability

1.1. Sustainability

This strategy aims to look at how the physical and social environment can cater for all residents and that the public realm is as welcoming and inclusive as possible. There is a focus for instance on public realm furniture being comfortable and fit for purpose, that public spaces are safe for walking and that hazards are removed. The strategy also aims to promote sustainable development that recognises that people's needs may change as they grow older and how services and businesses can prepare for this.

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Appendices	