

Report of: Director of Adult Social Services

Report to: Executive Board

Date: 25 June 2014

Subject: Age Friendly Leeds

Are specific electoral Wards affected?	No
If relevant, name(s) of Ward(s):	
Are there implications for equality and diversity and cohesion and integration?	Yes
Is the decision eligible for Call-In?	Yes
Does the report contain confidential or exempt information?	No
If relevant, Access to Information Procedure Rule number:	
Appendix number:	

Summary of main issues

- a) Leeds aspires to be the most Age Friendly City in the UK, an ambition recognised by the World Health Organisation. To achieve this we need to work with partners to plan for the ageing population in Leeds and to ensure that we have a cultural, social and environmental structure which takes account of the different needs of older people and ensures that they are able to fully take part in the life of the city.
- b) Older people have identified tackling loneliness and social isolation as a priority, a position that has now been recognised nationally. Leeds is already in a strong position, but we wish to go substantially further to tackle this critical issue.
- c) An important strand of Age Friendly Leeds is Dementia Friendly Leeds. Again we have ambitious plans for this work, but need support from across the local authority and partners to deliver.
- d) This report updates Members on current work in this area including the Fulfilling Lives bid for £6 million over six years for tackling loneliness and social isolation; work to develop dementia friendly communities in Rothwell, Otley, Middleton, Chapel Allerton and Beeston & Holbeck; work by Northern Ballet, West Yorkshire Playhouse and Leeds Library Services.
- e) It describes the recent development to ensure the Tour de France 'Grand Depart' is officially Dementia Friendly, by negotiating dedicated space for people with dementia to observe the race, to establish volunteer 'Memory Makers' and to create a lasting legacy that will enable older people to re-engage and re-connect across generations by means of this remarkable sporting event.

- f) The report identifies areas for further development and seeks support for further work across the local authority and partners at city wide and locality level. It also notes the interface with work led by the Health and Social Care Transformation Programme in relation to support for those living with frailty.
- g) Finally, the report takes the unusual step of urging all Leeds city Council elected members and staff to consider becoming 'dementia friends' as their personal contribution to making Leeds an Age Friendly and Dementia Friendly city that is working to tackle loneliness and social isolation in its elderly population.

Recommendations

This report recommends that Executive Board members:

- i. Note and endorse the current work.
- ii. Call upon Directorates and partners to assess themselves against the World Health Organisation's Global Network of Age Friendly Cities Framework.
- iii. Encourage opportunities outlined in this report for further work in making Leeds an Age Friendly and Dementia Friendly city, which is working to tackle loneliness and social isolation in older people.
- iv. Engage with Dementia Friendly Leeds at a community level.
- v. Consider becoming Dementia Friends and Champions themselves and to promote this call to all local authority staff.

1 Purpose of this report

- 1.1 This report informs members of issues raised in establishing Leeds as an Age Friendly City, focusing on the expectations of the World Health Organisation's Global Network. In particular the report focuses on tackling loneliness and social isolation amongst older people and on work on Dementia Friendly Leeds and the current actions being taken.
- 1.2 It calls for these to be recognised as key areas to address if we are to be the Best City in which to live, and especially to grow older. The report notes that this needs to be recognised as a crucial issue across the local authority and partners at a city wide and local level.
- 1.3 The report identifies areas for further development and plans in place to implement these and calls upon support from members for these proposals.

2 Background information

Age Friendly Leeds

- 2.1 Work on developing Age Friendly Leeds has grown out of the work of the Ageing Well Board in Leeds, which resulted in *The Time of Our Lives: A Framework of Principles for Organisations that work with Older People in Leeds 2012-16*. At the heart of this document was *The Time of Our Lives Charter* (see Appendix 1), produced by older people in the city and signed off by the then Leeds Initiative and partners.
- 2.2 Leeds was a founding member of the UK Urban Ageing Consortium and last year applied to join the World Health Organisation Global Network of Age Friendly Cities and

Communities. The WHO acknowledged the work done so far in Leeds by accepting us as one of just seven UK members of the Network in May 2014. We will now be working on a self-assessment and action plan to meet the domains covered by the WHO Evaluation Framework. (see Appendix 2).

- 2.3 In recent weeks, awareness of the values of Age Friendly Leeds has been bolstered by a local media campaign highlighting loneliness in older people and work being done in the city to combat this.
- 2.4 The growing momentum of Age Friendly Leeds runs in parallel with and complements another key partnership aspiration for the city: Child Friendly Leeds. This includes work in three areas: a recognition that the approach of changing societal attitudes and removing barriers to participation across all sectors works for children, young people and for older people; that work on key initiatives such as 'Families First' and Family Group Conferencing benefits both children and older people (including in a grand parenting role); and that inter-generational work in the city is strong but can be built upon in both children's and older people's services to benefit both parties and wider social cohesion.

Tackling Loneliness and Social Isolation

- 2.5 Members will be well aware of the growing challenge of social isolation and loneliness amongst sections of the population. In July 2012, the Scrutiny Board (Health and Well Being and Adult Social Care) examined Leeds's position in response to the Local Government Association document *Combatting Loneliness – a guide for local authorities*. The Board's response forms the basis of the Ageing Well Board's action plan.
- 2.6 The impact of social isolation and loneliness on people's health and well-being is well documented, with the national campaign against loneliness stating that it is as harmful for health as smoking 15 cigarettes a day. Actions being taken in the city directly relate to the delivery of the Joint Health and Well Being Strategy in relation to both Outcome 2 (People will live full, active and independent lives) and Outcome 5 (People will live in healthy and sustainable communities).
- 2.7 Much of the work to date has been led by Adult Social Care, but is now jointly led by Adult Social Care and Public Health. However this report proposes that the solutions and required actions to tackle social isolation and loneliness lie much more widely than this, across directorates and partners.
- 2.8 Leeds Older People's Forum, with support from Public Health, Adult Social Care and wider partners, are currently pulling together the Leeds bid for Big Lottery Fulfilling Lives funding to tackle social isolation and loneliness of older people in Leeds (see para 3.9 below).

Dementia Friendly Leeds

- 2.9 Dementia is now recognised as a major priority, not only for health and social care, but also for society as a whole. The *Living Well with Dementia in Leeds Strategy 2013-16* is the overarching document setting out our ambitions to support people with dementia and their carers. A crucial element within this is creating a Dementia Friendly City.
- 2.10 People with dementia have identified tackling stigma as a key issue and say they would like friends and neighbours, organisations such as the police, and staff in shops and services to be more aware.

3 Main issues

AGE FRIENDLY LEEDS

Age friendly Leeds – Work under way

- 3.1 Whilst there has been much positive work undertaken in the city, including inter-generational work, improving the cultural offer, Dignity in Care and transforming health and social care services, there is more that can be done. To meet the requirements of the WHO Global Network of Age Friendly cities (see para 2.2 above) Leeds is completing a self-assessment, leading to actions needed to improve.
- 3.2 This involves work on the eight 'domains' of an Age Friendly City identified by the WHO as being key areas to be addressed if older people are to fully participate in the lives of our towns and cities. These include housing, transport, social participation and inclusion, health, and communication and information (for a full list, see Appendix 2).
- 3.3 There is an extensive research and an evaluation framework for these domains produced by the UK Urban Ageing Consortium and these are summarised in Appendix 3.
- 3.4 Meeting the requirements of an Age Friendly City will need input from across directorates within the Council as well as partners in the wider city.

Age Friendly Leeds – potential actions for the Council and partners

- 3.5 Measures to make Leeds a more Age Friendly city could include assessing the impact on older people of future developments in housing, planning and transport; promoting positive images of older people in the media and building on work done by the Dignity Campaign; helping older people take advantage of communication opportunities and information they need to lead fulfilled lives; and building on the excellent work of the city's Neighbourhood Networks and other third-sector organisations such as Age UK, the Alzheimer's Society and the British Red Cross.

TACKLING LONELINESS AND SOCIAL ISOLATION

"I've been lonely, just stuck here by myself, and don't see many people ... some days the only person I see is my carer at breakfast time. It can feel that nobody is caring, that I am being left out", said Jean Saunders, 69 years old, of Garforth. The situation of Jean, someone who was already in contact with services, but still felt lonely, was a typical example of what prompted the Leeds Ageing Well Board to make tackling social isolation and loneliness a priority. It is notable that since then, due to the wider range of support and interventions in this area that we have developed, that Jean is now much more active and engaged in her community and now says "I feel like I have got my life back" and that her overall health has improved (and notably at reduced cost to the health service). However, there is acute awareness that there are many more 'Jeans', both known to services and perhaps, more worryingly, those who have no contact at all with services.

- 3.6 It is difficult to accurately measure the scale of the problem presented by social isolation, however there are some useful sources of information that help, for example figures for Leeds show:

	2012	2014	2016	2018	2020
Males aged 65-74 predicted to live alone	5,600	5,920	6,180	6,300	6,360
Males aged 75+ predicted to live alone	7,480	7,854	8,126	8,534	9,078
Females aged 65-74 predicted to live alone	9,390	9,840	12,200	10,380	10,470
Females aged 75+ predicted to live alone	19,825	20,313	21,618	21,106	21,777
Total population aged 65-74 predicted to live alone*	14,990	15,760	16,380	16,680	16,830
Total population aged 75 and over predicted to live alone*	27,305	28,167	28,744	29,640	30,855

*Figures may not sum due to rounding. Crown copyright 2012.

3.7 There are a number of key factors that increase the chances of people experiencing social isolation and loneliness. They include:

- Living Alone
- Being a carer
- Poverty, fear of future poverty (inc. Fuel Poverty)
- Poor Health
- Loss of significant relationships, including bereavement and divorce
- Lack of family support, including distance from family
- Lack of access to information

Tackling Loneliness and Social Isolation – work under way

3.8 Although much of the current work on tackling loneliness and social isolation is led by Public Health and Adult Social Care, there is already a significant contribution from areas such as libraries, sports and cultural organisations in the city. However there is clearly potential to develop this further both within these and other directorates.

3.9 Leeds is generally regarded as a leading city in the country for work to support older people, most notably for the work of the neighbourhood networks, which have received national publicity and acclaim and calls for the model to be replicated across the country.

The Fulfilling Lives Bid

3.10 Probably the most significant work taking place on this agenda is the work to submit the next stage in our application to the Big Lottery Fulfilling Lives Fund, a fund targeted at reducing social isolation in older people.

3.11 Leeds is one of 32 areas out of an original 100 applicants, which has been shortlisted to go forward to a second stage in the bidding process. This second stage must be overseen by a partnership, led by a voluntary or community organisation. In Leeds there has been universal agreement that this should be Leeds Older People's Forum, due to its twin role of being 'the voice of older people in the city' and their hosting of the older people's Third Sector Network. There is a very strong focus on older people's engagement throughout both the bidding process and in designing and delivering the solutions.

3.12 If successful, the Big Lottery bid, for £6 million over six years, will fund projects that can meet all the proposed outcomes of reducing social isolation, involving older people in communities and engaging older people in planning and designing services.

3.13 If we are successful in receiving the full £6 million over six years, this will make a significant difference in Leeds's ambitions to deliver the current and developing Tackling Loneliness and Social Isolation action plan. Leeds's initial bid is considered to be very

strong because of the existing work being developed, our partnership approach and because as a city we have already recognised this as a priority area.

Tackling Loneliness and Social Isolation – potential actions for the Council and partners

- 3.14 *The Time of Our Lives* framework of principles for organisations that work with older people proposed measures to help older people build friendships and support networks with schemes like time-banking, buddying and support for community groups. In addition, it proposed that all public-facing workers should receive training in awareness of social isolation and identifying older people who are at risk of loneliness and isolation.

DEMENTIA FRIENDLY LEEDS

- 3.15 It has been said that ‘It takes a village to raise a child’; it can also be argued that; **‘It takes a community to support someone with dementia’**. Leeds signed up in March 2012 to become a ‘dementia friendly’ city, one of six announced at the launch of the Prime Minister’s Challenge on dementia. This will require a sustained approach over 1-2 years and beyond, working with the Dementia Action Alliance to define and achieve the standards set.
- 3.16 ‘Living Well with Dementia in Leeds’ is the overarching Leeds Dementia Strategy. It covers the entire dementia pathway from Public Health prevention messages, to awareness and identification, to early support, long term support, specialist health care and of course end of life care. Notably, support for service development to implement the work needed has been identified within the Better Care Fund, including funding for ‘Eldercare Facilitators’ who will support people with dementia and their carers to navigate the complexity of support needed to live well in the community.
- 3.17 However, in developing the wider strategy we were very clear that if people were to really live well with dementia then we had to go beyond health and social care and support city wide, communities and organisational developments that work to support people with Dementia to live as normal a life as possible, in effect to become ‘Dementia Friendly’

Dementia Friendly Leeds – work under way

- 3.18 Whilst Leeds as a Dementia Friendly City is our primary ambition, initial work has shown that this works best when focussed on individual communities. Rothwell was the first community to declare itself ‘Dementia Friendly’, followed by Otley, Middleton and Chapel Allerton. Beeston & Holbeck is working towards achieving Dementia Friendly status. Ward Councillors have been key in supporting this community approach.

Action by agencies, companies and communities

- 3.19 Companies and organisations as diverse as the Police, METRO, West Yorkshire Playhouse, Amber Cars and small local shops have signed up to train staff and work in different ways to support people. Northern Ballet now provides a ballet course for people with dementia and West Yorkshire Playhouse is to present a Dementia Friendly performance this December.
- 3.20 Leeds Library Services have already taken initiatives, such as drop-ins at Pudsey and Armley Libraries, where people with concerns about dementia can seek advice. Libraries have resources for people to learn, take part in activities and also have quiet space not far from busy centres in Leeds and local towns and suburbs.
- 3.21 Funding has been secured for the Dementia Action Alliance, including a post that focuses on Dementia Friendly Leeds. This work is both driving individuals to join as Dementia

Friends and as Dementia Champions (including already a number of Councillors) and also organisations to join and to develop appropriate actions to make themselves Dementia Friendly.

The Tour de France

- 3.22 In a high-profile recent development, the Council, working with the Sporting Memories Network and the Tour de France organisers, are now to use the 'Grand Depart' as a major awareness raising opportunity. It will create dedicated space from which people with dementia can observe the race, enabling them to fully participate in the excitement of the occasion alongside the many thousands of visitors to the city. The project will recruit volunteer 'Memory Makers' mirroring Olympic 'Games Makers' and TDF 'Tour Makers' to create a lasting legacy that will enable older people to re-engage and re-connect across generations by means of this epic sporting event.

Dementia Friendly Leeds – potential actions for the Council and partners

- 3.23 Leeds city Council's elected members and officers have a powerful opportunity to make a personal impact on helping Leeds become a Dementia Friendly city by signing up as 'Dementia Friends' by visiting dementiafriends.org.uk to increase public awareness of and support for people living with dementia and their carers. With a national ambition for one million Dementia Friends, Leeds needs 15,000 'dementia friends' to fully contribute. An initial group of six Council officers have attended Dementia Friends Champion training since the launch of the national advertising campaign in May 2014. These and further champions will run Dementia Friends sessions for staff, and this will be recorded for each staff member on the Council's PALS system.
- 3.24 Leeds's local dementia campaign includes messages that challenge stigma and encourage positive attitudes towards dementia. Its priorities include developing intergenerational work with local schools; to set up, with funding, a Leeds Dementia Action Alliance; and encourage towns, villages and neighbourhoods to become Dementia Friendly.

4 Corporate Considerations

- 4.1 This report emphasises that while the promotion of Leeds as an Age Friendly and Dementia Friendly city is led by Adult Social Care and Health, there are Council-wide, indeed city-wide implications for its successful delivery.

5 Consultation and Engagement

- 5.1 Consultation and engagement are central to every element of this work. The Ageing Well Board has strong membership across organisations, including the Third Sector, and with Older People's groups. The Fulfilling Lives bid is led by Leeds Older People's Forum and is steered by a wider partnership, and each of the work areas, including the Dementia Friendly Leeds work plan has significant engagement, including having co-production at the heart of the approach

6 Equality and Diversity / Cohesion and Integration

- 6.1 The equality screening tool was completed for the original Leeds Dementia Strategy. The wider work on Age Friendly Leeds already has Equality and Diversity at the heart of its ambitions and a further Equality Impact Assessment is not required.

7 Council policies and City Priorities

- 7.1 The approach set out in this report exemplifies the Council's vision to be both the best City in the UK, the best Council in the UK and to be both Age Friendly and Dementia Friendly.
- 7.2 Its purpose is reflected in the objectives of the Best Council plan and to the delivery of the Joint Health and Wellbeing Strategy (Outcome 2: people will live full and independent lives; and Outcome 5: people will live in healthy and sustainable communities). It also recognises the requirements of the 2014 Care Act.

8 Resources and value for money

- 8.1 The work described in this report is taking place within current existing budgets
- 8.2 Whole systems savings are likely as older people with long-term conditions are supported to manage their conditions and remain at home.

9 Legal Implications, Access to Information and Call In

- 9.1 There are no legal implications and as a report to the Executive Board this report is subject to call in.

10 Risk Management

- 10.1 Any Project risks associated specifically with the implementation of the programme in Leeds are being managed by the Ageing Well Board and Leeds Dementia Board.

11 Conclusions

- 11.1 A wide and varied range of actions are under way to ensure Leeds is an Age Friendly City, and a Dementia Friendly City, which is working to tackle loneliness and social isolation. However, a number of challenges remain and this report recommends further actions to build on work already done.

12 Recommendations

Executive Board members are recommended to:

- 12.1 Note and endorse the current ongoing work.
- 12.2 Call upon Directorates and partners to assess themselves against the World Health Organisation's Global Network of Age Friendly Cities Framework.
- 12.3 Encourage opportunities outlined in this report for further work in making Leeds an Age Friendly and Dementia Friendly city, which is working to tackle loneliness and social isolation in older people.
- 12.4 Engage with Dementia Friendly Leeds at a community level
- 12.5 Consider becoming Dementia Friends and Champions themselves and to promote this call to all local authority staff.

13 Background documents¹

All documents referred to in this report have been published previously.

¹ The background documents listed in this section are available to download from the Council's website, unless they contain confidential or exempt information. The list of background documents does not include published works.

The Time of Our Lives Charter

Ageing Well in Leeds

In Leeds we believe that all older people should have the opportunity to feel valued in their community and to live healthy, fulfilling lives with adequate access to, and choice and control over, any support that they may need.

By signing this charter we pledge to:

- Value older people and the knowledge, skills and experience that they can contribute to Leeds.
- Work to promote positive images of ageing and ensure that older people are always treated with dignity and respect.
- Empower older people to have control over their life and over any support that they may require; promoting independence and choice.
- Promote active citizenship by providing different opportunities for older people to become involved in their communities and contribute to society for as long as they wish, for example through working, intergenerational work, lifelong learning or volunteering.
- Address health inequalities in Leeds to ensure that the health needs of all older people are being met.
- Work to promote health and wellbeing among older people through appropriate housing, social inclusion and encouraging healthy lifestyle choices.
- Promote ways that older people can gain and retain friendships in Leeds and highlight the networks of support available in their local communities.
- Hear the voices of older people and work in partnership with them to develop accessible services which will meet their needs and address any disabling barriers they may face.
- Provide up-to-date, easy to understand and accessible information on the different services and options available for older people in Leeds; enabling older people to choose and access the support or services that would most benefit them.
- Focus on older people within their communities when considering their needs and wishes, rather than thinking of them solely within organisational boundaries.

Signatures:



Councillor Keith Wakefield

Leader of Leeds City Council,
Chair of the Leeds Initiative



Linda Pollard

Chair of NHS Airedale, Bradford and Leeds PCT Cluster