

Report of Director of Public Health and Director of Adult Social Services

Report to Executive Board

Date: 8th February 2017

Subject: Making Leeds the Best City to Grow Old in Annual Report

Are specific electoral wards affected?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
If yes, name(s) of ward(s):		
Are there implications for equality and diversity and cohesion and integration?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Is the decision eligible for call-in?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Does the report contain confidential or exempt information?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
If relevant, access to information procedure rule number:		
Appendix number:		

Summary of main issues

1. This report provides an update on the **Best City to Grow Old** breakthrough project which is presented as an Annual Report attached as Appendix A to this report. The Annual Report includes an update on the breakthrough project action plan, next steps and details of the council's partnership work both locally, nationally and internationally.

Recommendations

1. That the Board note the information presented in the Annual Report.
2. That the Board note the Breakthrough is a good example of cross directorate working to maximise impact and outcomes on a key issue for the city

1. Purpose of this report

- 1.1. Making Leeds the Best City to Grow Old in has been named as one of the council's eight breakthrough projects. This report provides an outline of work and progress of the breakthrough project to date which is presented in an annual report attached as Appendix A to this report.

2. Background information

- 2.1 The project takes forward Leeds' long history of working in co-production with older people. Leeds Older People's Forum came into existence in 1994 and we have celebrated the International Day Of Older People since 1998. The Time of our Lives Charter and action plan, 2012 to 2016, built on the previous work around 'Healthy and Active Lives for Older People' and 'Older Better'. Work progressed under the Time of Our Lives action plan on key priorities, most notably work led by Public Health and Adult Social Care, but also in Parks, Sports, Libraries Museums and cultural organisations in the city.
- 2.2 Leeds has an ambition to be the best city to grow old in, and for Age Friendly Leeds to have the same prominence as Child Friendly Leeds. The vision is for Leeds to be a city where ageing is seen as a positive experience that brings new changes and opportunities and older people have access to the services and resources they require to enable them to live healthy and fulfilling lives.
- 2.3 The scope of the project is defined as one which promotes social capital and participation; age-proofs and develops universal services; reduces social exclusion and works to change social structures and attitudes. It places a strong focus on social networks within neighbourhoods and the city. It recognises the economic value of older people as employees, volunteers, investors, and consumers who can benefit the whole population, rather than just seeing them as users of health and social care services.
- 2.4 The Breakthrough project is a key priority within the Best Council Plan to deliver the ambition for Best City with a strong economy in a compassionate city, and the Health and Well Being Strategy (2016-21), which has a clear vision that Leeds will be a healthy and caring city for all ages, where people who are the poorest improve their health the fastest. Priority 2 is that Leeds will be an age Friendly City where people age well.

3. Main issues

3.1 Why is it important?

- 3.1.1 Ensuring Leeds is an age friendly city was identified as a priority area by older people in Leeds.

3.1.2 Inequalities in health are a key issue for older people with ill health and social impacts affecting the poorest in the city disproportionately. The maps at Appendix B show that whilst there is a higher proportion of older people in the outer areas of Leeds, the proportion of older people experiencing income deprivation is higher in the inner areas of Leeds.

3.1.3 Leeds has an ageing population. The 2011 Census shows that there are almost 150,000 people in Leeds are aged 60 and over (accounting for almost 20% of the total population). This number will continue to increase with the number of people aged 50+ expected to rise to 256,585 by 2021, with those aged 80+ increasing to 39091.

3.2 **Our approach**

3.2.1 The approach to Making Leeds the Best City to Grow Old In is a citizenship approach, applying to the entire population. The framework for delivering this is the eight World Health Organisation domains which are:

- Outdoor spaces and buildings
- Transport
- Housing
- Civic Participation and Employment
- Social Participation
- Respect and Social Inclusion
- Communication and Information
- Community Support and Health Services

3.2.2 The approach ensures that there is a strong focus on social networks within neighbourhoods and the city; promotes social capital and participation; age-proofs and develops universal services; reduces social exclusion and works to change social structures and attitudes that act as barriers to older people.

3.2.3 It therefore does not include all the programmes of work in relation to health and social care for older people, which are led within the Leeds Health and Social Care Plan, and related work within the NHS and Adult Social Care directorate, whilst recognising that there are obvious links and synchronicities.

3.2.4 The strategic direction for the project is led by a project board chaired by the Executive Member for Health, Wellbeing and Adults and includes chief officers from across the council and representatives from Leeds Older People's Forum.

3.2.5 Wider partnership working takes place through the Ageing Well Board which has good representation from across the Council and partners (including older people, the third sector and universities).

3.2.6 Leeds also actively engages with partner cities in the UK through our membership of the UK Age Friendly Cities Network and across Europe through the Urban Ageing Network, part of Eurocities, and as part of this Leeds are hosting the next European Urban Ageing event in January where we will be showcasing our work on Tackling Loneliness, Culture and Older People, and Smart City and Urban Ageing.

3.3 **Breakthrough project action plan**

3.3.1 An action plan has been developed based on the World Health Organisation eight Age Friendly City domains. Officers from across the council have been identified to lead on the Age Friendly domains, and they provide quarterly updates on progress to the Project Board.

3.3.2 The plan takes account of what we have already achieved and takes forward the ideas and actions from our 'Best City to Grow Old In' event which took place in March 2015 and engaged a wide range of organisations across the public, private and voluntary sector.

3.3.3 The event brought together a wide range of organisations across the public, private and third sector to engage them in the development of the breakthrough project using outcome based accountability methodology (OBA). Using the eight World Health Organisation (WHO) Age Friendly City domains as a framework for discussion, delegates worked in groups to identify the outcomes we should be working towards, explore the underlying issues and ideas for action, and consider how we measure our progress.

3.3.4 Key examples of work which are detailed in the Annual Report include:

- Road safety awareness for older people through the distribution of information packs and hi visibility shopping bags, and highways improvements including 52 new dropped kerb crossings.
- Promotion of Metros travel assistance cards which passengers can use to discreetly let bus drivers know what assistance they need;
- Developing an 'older persons' housing strategy – 'Me and my home' in partnership with Leeds Older People's Forum;
- A new retirement course for council staff, Transitions into Retirement, in partnership with the Centre for Policy on Ageing;
- Make it Fall proof campaign in partnership with the NHS to help people stay on their feet and reduce the risk of falling.
- Dancing in Time – a ten week programme of contemporary dance for older adults who have little access to dance; delivered in partnership with Yorkshire Dance and the University of Leeds.

- History pin - a Lottery funded project to bring older adults together to share stories and memories of the history of Leeds, as told by the people who have lived through it.
- Co-production of technology with older people to address problems older people face in their daily lives; including mesh communication boxes providing digital communications at the press of one button and portable beacons using real time GPS data to indicate when a bus will arrive.
- Winter Friends programme providing training to local organisations to build their capacity to implement a personal resilience plan for vulnerable residents.

Age Friendly Charter

3.3.5 A new Age Friendly Leeds charter has been developed by Leeds Older People's Forum, through consulting with older people. A copy of the Charter is attached at Appendix C. The consultation feedback has been used to develop a series of 'I' statements which will be used as a performance measure for the breakthrough project action plan.

4. Corporate considerations

4.1 Consultation and engagement

4.1.1 In developing the plan a number of consultation and engagement activities have taken place involving:

- An OBA session held at Leeds Town Hall in March 2015.
- A formal launch which coincided with the International Day of Older people (attended by voluntary and public sector representatives).
- Two Managers Challenge sessions for Leeds City Council staff.
- Ageing Well Board Members, with older people represented by Leeds Older People's Forum.
- Project Board members for Making Leeds the Best City to Grow Old In.

4.1.2 Older people have been involved in the production of the new Age Friendly Charter through a series of focus groups.

4.2 Equality and diversity / cohesion and integration

4.2.1 Inequalities in health are a key issue for older people with ill health and social impacts affecting the poorest in the city disproportionately. An Equality, Diversity, Cohesion and Integration Screening document is attached at Appendix D.

4.3 Council policies and best council plan

4.3.1 Making Leeds the best city to grow old in is one of eight key Breakthrough projects delivering our Best Council Plan priorities for 2016/17.

4.3.2 The work is linked to the Adult Integrated Care and Prevention programme and as such can report to both the Executive Board and the Health and Well Being Board.

4.4 Resources and value for money

4.4.1 The Breakthrough projects by definition are intended to make best use of existing resources by working innovatively as a team for Leeds.

4.4.2 Officers working on the project are part of Public Health or Adult Social Care. Costs for events are kept to a minimum through support from partners. The breakthrough project is led jointly by Chief Officers from Public Health and Adult Social Care. The Ageing Well Officer, in Public Health, has day to day responsibility for developing the project, and is line managed by the Public Health lead for Older People. The Ageing Well Officer provides the main resource for the project; the other officers pick this up on top of their day job. Additional resources will be required to develop the brand and marketing elements of the action plan.

4.4.3 Lead officers have been identified from other parts of the council including Parks and Countryside, Planning, Highways, Housing, Communications, ICT, Employment & Skills and Citizens & Communities to support the implementation of the breakthrough project. We are taking a citizen and asset based approach, working with partners to deliver projects. Key to the delivery of the project is older people themselves and the organisations that represent them.

4.5 Legal implications, access to information, and call-in

4.5.1 There are no specific legal implications associated with the issues identified in this report. The report is subject to call in.

4.6 Risk management

4.6.1 The scope of this programme of work is enormous, and has ambitions to engage with all sectors through a citizenship approach. The issues we are tackling are complex and we need to be mindful of inequalities and the more vulnerable older people living in the city. For this programme to succeed it is essential that we have sustained buy in from across the council, and from external partners.

4.6.2 A key challenge for this project is creating a strong joint narrative to promote the aims of this breakthrough project positively both within the council and to external partners and the general public in a climate of cuts to services.

5. Conclusions

- 5.1 This breakthrough project takes forward a long history of work with older people in Leeds and aims for Leeds to be a city where ageing is seen as a positive experience that brings new changes and opportunities and older people have access to the services and resources they require to enable them to live healthy and fulfilling lives.
- 5.2 It recognises the need to address the inequalities facing older people in different parts of the city.

6. Recommendations

- 6.1 That the Board note the information presented in the Annual Report.
- 6.2 That the Board note the Breakthrough is a good example of cross directorate working to maximise impact and outcomes on a key issue for the city

7. Background documents¹

- 7.1 None

8. Appendices

- A – Best City to Grow Old in Annual Report
- B – Maps population counts and income deprivation affecting older people
- C – Age Friendly Leeds Charter
- D - Equality, Diversity, Cohesion and Integration Screening

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.