

Item No. 9.	Classification: Open	Date: 17 March 2015	Meeting Name: Cabinet
Report title:		Age-Friendly Southwark	
Ward(s) or groups affected:		All	
Cabinet Member:		Councillor Dora Dixon-Fyle, Adult Care, Arts and Culture	

FOREWORD – COUNCILLOR DORA DIXON-FYLE, CABINET MEMBER FOR ADULT CARE, ARTS AND CULTURE

I am delighted to present this report to cabinet as it launches Southwark’s formal transition to becoming an age-friendly borough – something very close to my heart.

It provides an exciting opportunity to recognise and value the contribution that older people make to our borough – for their wealth of experience, continuing to work, volunteer or care for relatives or provide childcare.

A borough which is age-friendly towards its older people will have benefits for all age groups and by talking to people now – including those who do not consider themselves old, the next generation – we can get an insight to what Southwark should be doing now to make life better for our future older folk.

In Southwark we have a wealth of diverse, cultural, social & leisure opportunities in the borough including world class theatre and arts organisations- a number of which are particularly welcoming to older people and those with dementia, and as a result and through the leadership of the council a large number of organisations have signed up to the Southwark Dementia Action Alliance.

In addition, the council’s Fairer Future promise of free swim and gym is shortly to be piloted and we hope this will encourage and emphasise the importance of taking regular exercise at any age for its health and social benefits.

We have also commissioned targeted employment support to those over 50 who face barriers to the labour market as part of our borough-wide programme of delivering our economic well-being strategy. And we are shaping other key strategies too – for example we have just agreed our first age friendly housing strategy.

We want Southwark to be a place where people want to live, stay and grow old in and organisations, many in the voluntary and community sector, are springing up in the borough and help to enable that to happen.

That’s why we want to talk to all age groups, as part of our community conversation, to learn about what matters most to them. This affects all ages, so will be an inclusive conversation.

Not everything may be within our control; resources are limited so communities and individuals will need to do some things for themselves, but we will work with our partners and other services to make age friendly Southwark a reality.

RECOMMENDATIONS

1. That the cabinet agrees the proposal to hold a borough-wide community conversation on making Southwark an age-friendly borough and supporting residents to age well, and notes the involvement of stakeholders in the development of these proposals.
2. That cabinet approves Southwark's letter of application to become part of the World Health Organisation's network of age-friendly cities (Appendix 2).

BACKGROUND INFORMATION

3. The World Health Organisation (WHO) has developed the idea of age-friendly cities, which are themselves based on the concept of active ageing- a lifelong process of 'optimising opportunities for health, participation and security to enhance quality of life' for people as they age. In an age-friendly city, services, policies and structures are in place to enable people to age actively by:
 - recognising the wide range of capacities and resources among older people
 - anticipating and responding flexibly to ageing-related needs and preferences
 - respecting their decisions and lifestyle choices
 - protecting those who are most vulnerable
 - promoting their inclusion in and contribution to all areas of community life.
4. At the Council Assembly meeting on 22 January 2014 the Consortium of Older Peoples' Services in Southwark (COPSINS) presented a deputation which asked the council to commit to becoming an age-friendly borough and to develop a strategy to make this a reality.
5. On 2 July 2014 Cabinet agreed the draft Council Plan which set out the council's new fairer future promises, of which Promise 10 was an 'Age Friendly Borough'. On 22 July 2014 Cabinet agreed the ethical care charter and a new commissioning strategy for intergrated community support, itself underpinned by the ethical care charter. The charter underpins the future commissioning approach for care in Southwark, helping to improve outcomes for those people who have a care and support need. As part of the age friendly commitment, on 18 November 2014 Cabinet agreed to work towards becoming a dementia-friendly borough, to join the newly established Southwark Dementia Action Alliance, and to sign the National Dementia Declaration.
6. During 2014/15 a review of good practice in relation to the WHO age friendly city programme was conducted, including a visit by the Cabinet Member for Adult Care, Arts and Culture and senior officers to London Borough of Camden, one of 12 UK members of the age friendly cities network.
7. On 25 February 2015 Council Assembly approved the Council Plan 2014-18, alongside the revenue budget for 2015-16. This report formally launches the community conversation on becoming an age-friendly borough which will set the direction for the council delivering on this important commitment over the next four years.

KEY ISSUES FOR CONSIDERATION

The borough's demographics

8. While Southwark's population is younger than the London average, and the percentage of older people slightly smaller than the London average, the borough is still projected to experience a 63% increase in the number of people aged 65 or more between 2012 and 2032 according to the Greater London Authority's projections. There is also projected to be a 73% rise in the population aged 85 or more during the same period.
9. According to the Southwark Joint Strategic Needs Assessment (JSNA), currently, 81% of older people living in Southwark are of White ethnicity. The second largest group is Black/Black British (13%). In the future there will be increasing numbers of and an increasing proportion of older people from Black and ethnic minority groups.
10. Again according to the JSNA life expectancy at age 65 for both men and women is higher in Southwark than London or England. However a man in the most deprived 20% of the population dies on average 9.5 years earlier than one living in the least deprived. For women, the corresponding gap is 6.9 years. Over 4 in 10 people aged 65 or older in the borough live alone. The ageing population and how well (or otherwise) Southwark's older population ages will have implications for how the council plans and provides services for older people in the future.

Benefits of Southwark becoming an age-friendly borough

11. Southwark is a dynamic, challenging and exciting borough in which we want our residents to age well. There are many opportunities for people as they grow older, whether that's through employment, volunteering, better health and leisure, and more and better quality housing built to the lifetime homes standard. However there are also many challenges in terms of the costs of providing health and social care, and the general cost of living. Over and above seeking to be an age-friendly borough that meets recognised standards identified by the WHO, Southwark wants to be a borough in which its residents age well with positive life outcomes and opportunities throughout.
12. There are a number of benefits to being an age-friendly borough and in recognising the contribution that older residents make to the borough, including:
 - **Employment** (older people remaining/returning to work helps to support the local economy through retaining expertise, and through benefiting from enhanced spending power. Remaining active has positive benefits for individuals' health and wellbeing).
 - **Volunteering** (older people giving their time and expertise benefits the voluntary and community sector (VCS) which in turn benefits the borough's residents who receive the services the VCS provides. Remaining active has positive benefits for individuals' health and wellbeing).
 - **Caring** (older people caring for sick and disabled relatives reduces the impact on hard-pressed social care and health services).
 - **Child care** (older people providing child care for grandchildren etc. enables their parents to return to work, benefiting the local economy).

13. Southwark believes that becoming an age-friendly borough has benefits both for individuals and for the wider community (whatever their age). It is recognised that a borough that is age-friendly towards older people will have many benefits for all communities in the borough. It also helps to deliver a future that is fairer for all of the borough's residents. For example, secure neighbourhoods are safe for everyone who lives there, enabling older people, women and children all to feel safe to leave their homes and to participate in social, leisure and sporting activities. Barrier-free buildings are also accessible for all people with disabilities whatever their age, and also for families with young children. The local economy will also benefit from the purchasing power of older consumers.
14. There is long-held scientific consensus on the positive benefits of exercise on healthy ageing. This also demonstrates the benefits of exercise on tackling conditions such as depression. Recent medical studies have focused on the negative health impacts of social isolation. Being lonely or isolated can affect blood pressure, cause depression and is associated with higher rates of mortality (Social Care Institute for Excellence). Services, communities and good neighbours can all help to improve the quality of life for older people, reducing the reliance on more costly services.
15. Additionally, if the borough's residents are supported to age well, particularly by making positive choices about their health, and by planning for the long-term, this will help to minimise some of the impacts on stretched public services such as health and social care, in the light of diminishing public sector resources in the medium-term.
16. Because of the benefits to individuals, to the wider community, and the potential savings in the medium- long-term to public services at a time of considerable financial pressures, this is why we have chosen to prioritise making Southwark an age-friendly borough. In order to put the right programme together, we are holding a community conversation with residents, partners and others, the details of which are set out below and in Appendix 1.

Community conversation with residents

17. It is proposed to hold a community conversation on becoming an age-friendly borough, and on supporting residents to age well. We want to talk to our residents about how we make our borough a place where ageing is positively celebrated and embraced. Southwark wants to be a borough where we put a value on the contribution of the older population and the difference they make to the local community and local services, and where we actively encourage older people to remain in the workplace in order to retain their expertise and experience.
18. The purpose of the conversation is, together with residents, to come up with clear actions where we need to do more together to help our residents to age well, and also identify how we encourage others- service providers, local employers, community organisations, faith groups- to participate more to help us to achieve our ambition.
19. We also hope to identify a group of older residents that we can continue to work with on our action plans on a long-term basis. This is one of the requirements of the WHO Age Friendly Cities programme, but we also want to move beyond this to establish a genuine partnership between the council and older people in

service design and planning for the future.

20. Outline details of the proposed community conversation programme are attached at Appendix 1. Representatives from COPSINS and Healthwatch have assisted the council in drawing up the outline programme. To 'kickstart' the process expert representatives from the Centre for Policy on Ageing will hold a workshop with key stakeholders and older people to assist in the detailed design.
21. The community conversation will use existing forums and meetings, but in order to ensure that it captures a mix of views it will also use a variety of ways to engage with those residents who do not traditionally come into contact with the council's formal engagement structures. All residents in the borough will have the opportunity to participate, but the main focus of this consultation will be those residents who are over 40, carers, service providers for older people, and community organisations that offer support to and involve older residents. The conversation will also use web-based communication, and also recruit age-friendly champions to engage with residents, particularly among older people.
22. It is anticipated that the community conversation will commence following agreement of this report and will complete in Autumn 2015.

Policy implications

World Health Organisation age-friendly cities programme

23. The World Health Organisation (WHO) released its policy framework on Active Ageing in 2002. This formed the basis of its age-friendly cities programme. The WHO defines an age friendly community as one where "policies, services and structures related to the physical and social environment are designed to support and enable older people to 'age actively', that is, to live in security, enjoy good health, and continue to participate fully in society'.
24. The WHO has produced a checklist of essential features of age-friendly cities to assist cities in becoming more age-friendly. It consists of eight key areas, or 'domains' as they are described, as follows:
 - Outdoor spaces and buildings
 - Transport
 - Housing
 - Social participation
 - Respect and social inclusion
 - Civic participation and employment
 - Communication and information
 - Community and health services.
25. It should be noted that the Council does not have direct control over all of the areas described within all of the domains, as some of them fall to other bodies, such as the NHS, the Mayor of London, or private sector organisations such as cinemas, small business owners, or public companies. However there may still be scope for the Council to use its influence over some of these organisations to promote age-friendliness, for example in the case of ensuring accessible public transport.
26. It is proposed that Southwark applies to join the WHO global network of age-

friendly cities. To join the WHO network of age friendly cities and communities cities must:

- Complete an online application form
- Attach a letter from the Mayor/administration indicating their commitment to the network's cycle of continuous improvement
- Commence the network cycle of four steps as outlined below:
 1. Establishment of mechanisms for involving older people throughout the Age-friendly Cities and Communities cycle
 2. Development of a baseline assessment of age-friendliness of the city
 3. Development of a 3-year city-wide action plan based on the findings of this assessment
 4. Identification of indicators to monitor progress against this action plan.

27. Applications to the network are processed quarterly in February, May, August and November. The intention is to submit Southwark's application in May 2015. Southwark's letter of application to join the WHO age friendly cities network is attached at Appendix 2.

The Council Plan and Fairer Future Promises

28. Becoming an age-friendly borough is one of the council's fairer future promises. As part of the delivery of this promise it is a Council Plan target to carry out stakeholder engagement and self-assessment on becoming an age friendly borough. A stakeholder reference group consisting of the Consortium of Older Peoples' Services in Southwark (COPSINS), Healthwatch and Southwark Pensioners' Forum and council officers was established which has helped to develop the proposals for the community conversation.

Health and Wellbeing Strategy 2015-2020

29. The six Health and Wellbeing Strategy priorities include one of specific relevance to the age-friendly agenda. Priority 5 includes a commitment to ensure 'choice and control for people with disabilities and supporting independent living for older people in an age-friendly borough'. It is a specific priority of the strategy to 'Enable older people to live independently in an age friendly borough'. The strategy recognises the importance of prevention, and maintains a significant investment in areas such assistive technology which is now free for anyone over 85 years of age, as well as anyone at any age with a dementia diagnosis.
30. The Health and Wellbeing Strategy also has a major contribution to make to the theme of ageing well. In terms of priorities for 'Improving our health and wellbeing' the strategy identifies a number of evidence based key areas for action. These include actions such as reducing alcohol intake and stopping smoking, but they also identify the need for residents to take increase exercise through activities such as cycling and walking. These will be supported through Southwark's new Cycling Strategy, due to be launched later this year.

Housing Strategy to 2043

31. As part of the Council's commitment to becoming an age-friendly borough, Cabinet approved its first age-friendly long term housing strategy to 2043 on 27 January 2015. This included a number of measures to increase older people's housing options, including specialist housing and housing support. It also included measures to ensure that homes are accessible and new homes built to

lifetime homes standards. Specific age-friendly actions included:

- Delivering additional extra care housing for older people and carrying out improvements to sheltered housing schemes
- Developing a Centre of Excellence for people living with dementia and associated complex needs
- Building a standard of lifetime homes that are Age Friendly and Dementia Friendly
- Exploring new technology to help people retain their independence at home.
- Building new homes supported by a range of quality community facilities making them attractive and safe places to live for people of all ages.

New Southwark Plan

32. The New Southwark Plan will set out a development strategy for the borough for the next 15 years. It will be an important tool for promoting healthy and inclusive lifestyles. It will promote healthy streets and neighbourhoods with pleasant town centres to shop, socialise and get access to health services all within walking distance and very convenient for cycling. This will support our aim to be an age-friendly borough. Alongside this the New Southwark Plan will help to promote a wider range of different types of homes that will help to meet the needs of an ageing population, and encourages the identification of sites for specialist housing which could include extra care, sheltered or supported housing.

Economic Wellbeing Strategy

33. Southwark's Economic Wellbeing Strategy 2012-20 has specific ambitions relevant to older people that have implications for Southwark as an age-friendly borough. Specifically:
- Employment – Narrowing the gap with the London employment rate. Employment support in Southwark identifies the over 50's as a particular priority and resources are invested in providing employment support for this cohort.
 - Promoting financial wellbeing and independence – with regards to the financial wellbeing of our residents, the strategy has ambitions to transform advice services for residents with complex needs and support the voluntary and community sector to develop effective models for delivering support.

Cultural Strategy 2013-18

34. The Council's cultural strategy was agreed on 16 July 2013 and an update on progress with implementation was provided to Cabinet on 27 January 2015. Culture and the arts are an important vehicle for engaging older people. The theme of the strategy of most relevance to the age-friendly agenda is 'People and Audiences', which recognises the need to support the cultural sector to increase and diversify audiences and be aware of the changing nature of the local community. This includes recognising the work that is rooted in local communities, encourages engagement and participation and is accessible to Southwark's diverse communities.

The Council's Workforce Strategy and workforce policy

35. Cabinet agreed its Workforce Strategy 2013-16 on 22 October 2013. On 21

October 2014 an update was presented to Cabinet. This found that:

- The average age of Southwark employees was 44.9 years
- Predominantly employees are in the 40-54 years band
- 20% of the workforce are aged 55 and older.

36. The council seeks to encourage learning & development and career opportunities regardless of age; for example our apprenticeship programme is not age limited and there have been instances where older people have joined as apprentices. The council's established flexible working options provide opportunities for people to create work life balance as parents, grandparents, adult carers or to pursue other interests outside work. For those considering retirement the local government pension scheme's flexible retirement option has proved to be a popular step for people to taper into retirement whilst allowing the council to retain valuable skills and experience.

Community impact statement

37. As at the 2011 census there were an estimated 22,300 households aged 65 or older living in Southwark. By becoming a World Health Organisation accredited age-friendly borough the Council, including through its influence over partners, is aiming to meet core standards across a range of eight key areas in the WHO checklist. These will have benefits for older people, but in many areas, such as housing, transport and outdoor spaces and buildings, will also provide wider benefits to the community as a whole.
38. Through supporting residents to exercise positive choices in order to age well, this will help to improve the health and wellbeing of the borough's residents across all of the borough's communities as they age.
39. The proposals set out in the details of the community conversation include accessing as wide a range of Southwark residents as possible. They include targeting faith and black and minority ethnic groups. They also include methods for engaging with residents who do not attend the council's usual engagement forums such as community councils.
40. While the main focus of the engagement is on those aged over 40 as stakeholders have told the council that planning for old age becomes more meaningful at this point, it is still our intention to give all ages the opportunity to take part.

Resource implications

41. The costs of conducting the community conversation will be contained within existing budgets.

SUPPLEMENTARY ADVICE FROM OTHER OFFICERS

Director of Legal Services

42. The Director of Legal Services (acting through the employment section) notes the content of the report.
43. The report seeks cabinet approval to a proposed borough wide engagement

exercise on making Southwark an age-friendly borough and approval of a letter of application in May 2015 to join the World Health Organisation's network of age-friendly cities. This is a decision that can be made by the cabinet in accordance with part 3B (7 & 19) of our constitution:

(7) To promote human rights, equality of opportunity and the interests and particular needs of all those who experience discrimination or disadvantage by virtue of their race, gender, disability, sexuality or age;

(19) To have responsibility for all equalities and diversity matters concerning both employment policy and practices and service delivery and the active promotion of the council's equalities policies.

44. The relevant legislation is the Equality Act 2010. Section 149 of the Equality Act 2010 introduced a single public sector equality duty (the PSED General Duty). It requires the council to have due regard in its decision making processes to the need to:
- Eliminate discrimination, harassment, victimization or other prohibited conduct;
 - Advance of equality of opportunity between persons who share a relevant protected characteristic and those who do not share it;
 - Foster good relations between those who share a relevant characteristic and those that do not share it.
45. The relevant protected characteristics are age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex, sexual orientation. It also applies to marriage and civil partnership, but only in relation to (a) above.
46. The council's "Approach to Equality", which was agreed by cabinet in December 2011, outlines the council's legal duties under the PSED General Duty as well as its obligations under the Human Rights Act 1998. It also sets out the council's commitment to embedding equality and human rights within the day to day responsibilities of all members, officers and contractors, as a part of day to day business. The proposed engagement exercise and membership of the World Health Organisation's network of age friendly cities would be consistent with the Approach to Equality. The report sets out in the section "Benefits of Southwark becoming an age-friendly borough" (paragraphs 11-16) and in the "Community Impact Statement" (paragraphs 37-40) how becoming an age friendly borough assists in meeting the PSED General Duty.
47. As noted in paragraph 5 of the report a commitment to becoming an age friendly borough was included in the new Council Plan and, as noted in paragraph 28, the proposed engagement exercise was included in the indicative delivery plan both agreed by cabinet in July 2014.
48. The proposed engagement exercise (borough consultation and engagement programme) is summarised in paragraphs 17 to 22 of the report and its form is set out in Appendix 1.
49. Cabinet should note that the proposed application to join the WHO network, which is in Appendix 2, is not dependent on the proposed engagement exercise.

50. There is no explicit legal requirement under the PSED General Duty to engage with people but it does require public authorities to have an adequate evidence base for decision making. For analysis to be vigorous it follows there must be meaningful consultation and engagement with interested parties. The council's Approach to Equality also commits the council to engaging with the community through a wide range of channels; including with those that have an interest in key issues around equality and actively look for feedback on proposals where appropriate. The proposed engagement exercise which is set out in Appendix 1 to the report, is consistent with this.
51. The aim of becoming an age-friendly borough is consistent with the general duties of the local authorities under the Care Act 2014 which are:
- To promote an individual's wellbeing
 - Preventing need for care and support
 - Promote the integration of care and support with health services
 - Promoting information and advice relating to care and support
 - Promoting diversity and quality in provision of services
 - Co-operating generally with other partners in the exercise of their functions.
52. The proposal to become an age-friendly borough is also consistent with the functions of the Health and Wellbeing Board, in that it is required to encourage integrated working between those delivering health and social care services.

Strategic Director of Finance and Corporate Services (FC14/049)

53. The Strategic Director of Finance and Corporate Services notes the recommendations to hold a borough wide community conversation and to join the World Health Organisation's network; the financial implications arising from these recommendations can be contained within existing budgets. Any financial implications arising from future proposals for becoming a "age friendly borough" will be incorporated into the Council's budget setting and decision making processes as these arise.

BACKGROUND DOCUMENTS

Background Papers	Held At	Contact
None		

APPENDICES

No.	Title
Appendix 1	Engagement Plan
Appendix 2	Application letter to join the World Health Organisation age-friendly city network

AUDIT TRAIL

Cabinet Member	Councillor Dora Dixon-Fyle	
Lead Officer	Graeme Gordon, Director of Corporate Strategy	
Report Author	Claire Linnane, Housing Strategy & Partnerships Manager	
Version	Final	
Dated	5 March 2015	
Key Decision?	Yes	
CONSULTATION WITH OTHER OFFICERS / DIRECTORATES / CABINET MEMBER		
Officer Title	Comments sought	Comments included
Director of Legal Services	Yes	Yes
Strategic Director of Finance and Corporate Services	Yes	Yes
Cabinet Member	Yes	Yes
Date final report sent to Constitutional Team	6 March 2015	