

Item No. 14.	Classification: Open	Date: 20 September 2016	Meeting Name: Cabinet
Report title:		Age Friendly Borough Community Conversation	
Ward(s) or groups affected:		All wards	
From:		Councillor Richard Livingstone, Adult Care and Financial Inclusion	

FOREWORD – COUNCILLOR RICHARD LIVINGSTONE, CABINET MEMBER FOR ADULT CARE AND FINANCIAL INCLUSION

In May 2015, Southwark became the first borough in London to be officially recognised by the World Health Organisation as an Age Friendly Borough.

Since gaining our Age Friendly accreditation last year, Southwark has introduced free swimming and gym use to help older people keep fit and well and has been recognised by the Alzheimer’s Society as a Dementia Friendly Borough.

This report sets out the next steps in delivering our vision of an Age Friendly Borough. Through our community conversations over the last year, the council has spoken to almost a thousand residents in the borough to seek their views on what we need to do to further improve the quality of life for people in Southwark, regardless of age. Those conversations have helped us develop the priorities and vision set out below:

- improving transport, open spaces and the public realm
- tackling isolation
- improving communication and information for older people
- working to break down generational barriers
- developing skills and employment and volunteering opportunities
- helping people to stay healthy and active
- addressing housing needs, and
- ensuring better customer service for older people.

It is important that this is not a one-off plan but an on-going approach by the council that is regularly updated. To this end, it is also recommended that cabinet receive an annual report on the progress of the delivery of the action plan.

RECOMMENDATIONS

1. That cabinet agrees that the vision for an age friendly Southwark is a place that has the following characteristics:
 - a. Is welcoming; accessible to all where older people feel safe, are safe and are respected.
 - b. Older people are able to access a broad range of affordable and accessible transport options to get about the borough easily.
 - c. No-one is lonely; there are a range of opportunities for people to live healthy, active and fulfilling lives in Southwark.

- d. All older people, their friends' family and support networks have easy access to information which makes their lives better.
 - e. Older people have an increased healthy life expectancy supported by integrated health and social care services.
 - f. Actively involves older people to deliver housing that meets the needs of an ageing population both in the private and public sector
 - g. Ageing is promoted positively and older people feel worthwhile and valued as citizens of Southwark.
 - h. Older people actively participate in the borough through education, employment, training and volunteering.
2. That cabinet notes that the following have been identified through the ageing well conversation as the priorities for people of Southwark and tasks officers with developing action plans that address these concerns to support delivery of an age friendly Borough:
- a. Improvements to the experiences of older people getting out and about and using public transport, open spaces and public realm.
 - b. Tackling isolation and supporting opportunities to meet people and have fun especially through community based activity and the voluntary sector.
 - c. Improving communications and information and understanding that for many of the most isolated the best mechanism for information sharing may be through personal recommendation and referral.
 - d. Supporting intergenerational interactions to break down barriers and the seeming increased polarization of communities based on age.
 - e. Developing more opportunities for skill sharing, volunteering and work for older people.
 - f. Supporting people to stay healthy and active through schemes such as free swim and gym and outdoor gyms, as well as targeted Public Health information.
 - g. Improving housing options and design through our planning and regeneration policies and decisions.
 - h. Improving the skills of the workforce to provide good customer service to vulnerable older people.
 - i. The strategic lead for this work will be the director of communities.
 - j. That the council establish a multi stakeholder reference group to map progress of delivery of an age friendly Borough.
 - k. The cabinet will receive an annual report on the progress of delivery of the action plan.
3. That the cabinet agrees the strategic lead for this work will be the director of communities.
4. That the cabinet agrees that the council establish a multi stakeholder reference group to map progress of delivery of an age friendly Borough.
5. That the cabinet will receive an annual report on the progress of delivery of the action plan.
6. In addition the cabinet would like to thank the organisations that have contributed to the delivery of the community conversation and recognizes that they played a key role in the success of this work.
7. Cabinet notes how positive so many of the people who participated were about

Southwark and what is on offer and how enthused people were to be involved in this conversation.

BACKGROUND INFORMATION

8. Following agreement by cabinet on 17 March 2015 Southwark applied to join the WHO global network of age-friendly cities. This application was successful in May 2015 and Southwark became the first borough in London to have been officially recognized by WHO under their new application process.
9. The WHO identifies the following as having most impact on quality of life for older people who are living in cities:
 - a. Transport
 - b. Housing
 - c. Outdoor spaces and buildings
 - d. Communication and information
 - e. Respect and social inclusion
 - f. Social participation
 - g. Civic participation
 - h. Community and health
10. Cabinet agreed to hold a borough-wide community conversation on how to make Southwark an age-friendly borough and support residents to age well.
11. We invited the Centre for Policy on Ageing (CPA) to host and deliver two workshops on our behalf; one in September 2015 to help us to finalise the Community Conversation programme, and one in June 2016 to discuss the early results with key partners to support the development of the recommendations and actions emerging from the Community conversation.
12. The community conversation began in November 2015: the online survey closed on 8 May 2016 and the last resident workshop was held on 3 June 2016 followed by a workshop with partners and officers to discuss the outcomes of the conversation on 6 June.

The community conversation methodology

13. A range of qualitative and quantitative methodologies were used to engage with local people about the eight themes in the checklist of essential features of age-friendly cities. The collection of responses was through the following key tools:
 - a. A web based questionnaire
 - b. Face to face interviews
 - c. Focus groups and community based discussions.
14. The communication tools involved use of then and now images across each of the eight themes to promote discussion about change past, present and future, complimented by a series of images of people living or working in the borough using their life stories to challenge some of the preconceptions of what ageing

means and the often negative narrative of being older or older people.

15. We worked closely with internal and external partners to deliver the focus groups and in particular Sheltered Housing units, Community Councils, tenant and homeowner consultation structures, Age UK, Time and Talents, Link Age and Southwark Pensioners Centre. We held a series of outreach sessions at our leisure centres, libraries and local hospitals. We held a joint workshop with British Land looking at how the evolving Canada Water masterplan could support the delivery of an exemplar age friendly environment at Canada Water and Surrey Quays.
16. Almost 1000 people participated in our conversation about ageing well.
17. We used the group sessions to target people who may not be reached through the online questionnaire and publicity, such as the Golden Oldies, Latin American Elders Groups and blind and partially sighted residents, in order to ensure that the results provided a range of insights to the experience of being older.
18. Some of the focus groups met over a series of sessions to deliver more in depth understanding of older people's lives and aspirations. In partnership with the London Bubble Theatre we used a series of sessions to build a story of what people wanted and their aspirations for an age friendly Southwark.
19. In our shorter sessions we looked at the broad issues around ageing well. Where we were able to take more time or where this met the needs of the group we were working with, we looked at the individual themes in more detail such as at the Pensioner's Forum where participants elected to join two 45 minute facilitated discussions on one of the WHO themes.
20. The consultation has both identified the key themes for people in Southwark as well as produced considerable detail about the issues and ideas for change.
21. One of the rewarding aspects of being involved in this conversation was the overwhelming positivity about Southwark and what it already offered, and how enthused residents were that Southwark was engaging in a conversation about the quality of life for people as they grow older. This was matched by the organisations that work with older residents and that had been instrumental in initiating this process. The commitment to be age friendly is significant as although the demographic projections for the borough indicate a large increase in the number of older people, the borough is expected to continue to be a youthful one.

The community conversation summary of results

22. 389 questionnaires were completed. These were mainly generated through the publicity and outreach work and were largely answered by people who fell into the age ranges 45-54 (18%); 55-64 (28%); and 65-74 (20%). Meeting one of the objectives of the conversation that we spoke to people who were pre normal retirement age. Over 50% of the respondents had no disabilities with 20 % reporting limited disability; 50% described themselves as white British or English, Welsh, Scottish or Northern Irish; just over 60% who answered were women and 27% men. Appendix 1 provides a summary of the consultation responses.

23. The first two questions asked people what they valued and what they thought needed to be improved to age well. In Southwark the overall top three issues were respect and social inclusion, outdoor spaces and buildings and community and health, although in the older age ranges opportunities for social participation became more valued.
24. Some of the things mentioned were: Proximity of homes to shops available near transport, markets, schools, recreational areas for children and adults, feel safe in area; good clubs to go to; easy communication with authorities especially if you feel unwell; plenty of parks within easy walking distance of the town, or bus route; the leisure centres; easy to be active: parks, free activities, etc; safe, accessible neighbourhoods with good facilities- shops, GPs etc; 'I like the several small theatres and use them frequently, they are not intimidating because they are small and friendly'; 'it has a lot of walk and cycle paths'; 'excellent libraries e.g. Peckham/Canada water/Camberwell Green with clubs'; living in sheltered units independently while receiving support if needed; active residents; community activities; people; community spirit.
25. The most mentioned areas for improvement were linked to transport, outdoor spaces and community and health services although there was some variation depending on which area of the borough the respondent lived in.
26. Superficially there appears to be a contradiction with outdoor spaces being both what's most valued and needs most improvement. However it is clear that people love the parks, and getting out of the home is seen as bringing real benefit. The areas for improvement relate to the following:
- a. Access to toilets
 - b. Access to seating
 - c. Safety and fear of crime
 - d. High streets that are busy and narrow, with obstructions and often poorly or unevenly paved
27. Similarly community and health is both one of the best aspects of living in the borough and also one that needs to be improved. WHO places both access to health and other services such as social care, and community support in the same category. People find comfort in living in a borough that is well served by leading hospitals and where there is plenty of health and community based services. However there were concerns about individual services such as podiatry, access to GP appointments, need for more care for elderly, and communities are not looking out for older people.
28. The table below shows how important people felt each of the eight themes was to people's ability to age well. Transport and community and health services are clearly identified as the most significant, however being able to contribute, having fun and housing were very closely placed.

Ranking

<i>Being able to get out and about using public or private transport</i>	5.00
<i>Community and health services</i>	4.11
<i>Being able to contribute to their community after retirement, through work, volunteering and the political process</i>	3.86
<i>Having fun, getting together with friends, family and people with shared interests and beliefs</i>	3.70

<i>Their home</i>	3.67
<i>Respect, being treated equally, and being involved in decisions that effect their life and what happens in their community</i>	2.75
<i>Outdoor spaces and buildings</i>	2.40
<i>Staying connected to events, news and activities</i>	1.82

29. A significant number of people also identified income and financial issues as a key theme that had not been identified by WHO as an issue that has an impact on ageing well.
30. Respondents thought more needed to be done to bring about greater cohesion between the generations and the tools for doing this are through education in schools; intergenerational work that focus on skills exchange and older people supporting learning and young people volunteering to help older people who need support. There were many comments about creating spaces and activities where there were opportunities for all people especially young and old to be in the same space or enjoying the same things or doing activities together. Respondents felt that without these opportunities to see each other divisions and alienation will only get wider and that the role of communities and local neighbourhoods are key to making this happen. The ambition for this work is to deliver cultural shifts, change perceptions and develop respect through understanding and our public spaces, events, entertainment and communities have an important part to play in supporting this.
31. One of the many comments on this topic were 'Look at older people as a resource rather than a victim and recognise that older people are at different stages at different ages.' Or 'Foster education sharing everyone has something to bring to the party'
32. We asked what people thought the council could do to support them to age well and the responses were supporting them to keep healthy, enabling them to have fun and through improved communication and information. Many people mentioned the free swim and gym programme and were particularly complimentary about its universality, others spoke of understanding there was a great deal on offer but it was hard for people to find out about activity especially for people who were already isolated or on their own.
33. The engagement programme was designed to generate intelligence and depth of understanding of the experiences of our older people to enable the Council to develop an action plan that was meaningful for the people of Southwark and shaped to address the specificity of Southwark's environment. Below is a table that outlines the focused discussions. We spoke to over 610 individuals in these sessions.

Groups/event	Numbers attending sessions
15 Sheltered housing units	178
4 Community Councils	97
Pensioners Forum 2 events one focused on Planning	80
Dementia Support Group	15
Time and Talents (three different groups)	50
FULA	18
CSPA	8

Groups/event	Numbers attending sessions
FSB, TC and AHFs	44
Golden Oldies	35
4 Sessions at Yalding Centre on Canada Water Master Plan	6
4 Sessions with Bubble	10
LESOCO	19
BOLDr	8
Living Streets	4
CAS forum and workshop	40

34. The majority of the people we spoke to in the focus groups were older people but represented a mix of frail older people e.g. the Dementia support group and active older people e.g. Time and Talents keep fit group.
35. It was through these discussions that we learnt what works well and should be protected and how we may be able to resolve the issues across each of the themes identified by WHO have emerged and begin to develop some understanding of what needs to change to become more age friendly.
36. In the general focus groups the key issues that emerged were:
- a. tackling isolation through provision of local activity for older people to participate
 - b. supporting befriending schemes and other less formal engagement
 - c. supporting early intervention and encouraging people to be active, eat well and stay connected to improve health and well being
 - d. improving the way people find out what is going on and services and activities they can access recognizing that online may not be the best mechanism for the current cohort of older people and future technology developments may exclude those who are currently IT fluent
 - e. training and behaviour change that would cover the range of situations from younger people sharing the public realm and public transport; front line council staff; and staff on public transport particularly buses, the most favoured form of transport among older people spoken to during the campaign.
 - f. improving access to toilets
 - g. increasing the provision of seating in well used public spaces such as parks, walking routes, and high streets
 - h. ensuring that our public realm and community spaces provide opportunities for incidental interactions between people of all ages and they are truly shared spaces
 - i. improving housing options and design of new housing and how we create generationally mixed communities.
37. About social activity and participation people said things such as *'There is no shortage of things to do but need to make sure people know about it.'*; *'The most important thing is to keep busy'*; *'Networks make places, brings places together, community groups, library, churches all helps older people and organisations and helps people be more friendly.'*; *'seating encourages people to chat'* and *'we need to get people aged 30-50 involved so they develop community habits'*.
38. People praised the freedom pass which makes what the city has to offer

accessible, one person captured the sentiment expressed by others *'with my husband I go to plays the cinema and art galleries. The wonderful freedom pass means we can zip around London searching out the things we want to find'*.

39. One participant advised that *'You have got to change your lifestyle. To stay young you have to act young; you need to stay up to date with what's actually happening in the world; what's changing day to day.'*
40. The emphasis on social interaction and activity among the focus group participants *'mixing with people is the key'* reflects in part the experience of those who are older and benefitting from participation, in contrast to the slightly younger cohort who completed the online survey.
41. There are a number of current opportunities to address these concerns through the exercise of council influence and development of policy in particular through transport, highways, planning, regeneration, parks and leisure, adult social care, economic policy, public health, CCG, communities, housing, schools and human resources and how the Council commissions services.
42. One of the Time and Talents groups summed up the view of many of the people spoken to about social participation and having fun they wanted to get together with people 'like me' this was not just about similar age but similar circumstances or shared interests as well as with younger people. Demonstrating that age is not necessarily how individuals self identify.
43. FEHRS also wished the Council to recognise the wider diversity agenda by considering the multiple identities and characteristics encompassed by the older population. They fear that older people specifically suffer from an erasure of their identity by being 'lumped' into a single group. Inevitably older people, as with younger generations in the borough, will differ in race, culture, sexual orientation etc., and these aspects of their identity will shape their needs in different ways.
44. The Civil Service Pensioners Association provided some useful advice for their younger selves:
 - a. Stay in touch with Unions and Staff Associations of your workplace through the retired members' organisations
 - b. Have a plan for your retirement - and structure your day and week
 - c. Think about volunteering
 - d. Take up exercise or sport
 - e. Afternoon cinema
 - f. Think what work has stopped you doing and do it when you retire.
 - g. Make the most of your Freedom Pass.
45. The CPA report of the feed back workshop where partners and staff looked at the early results of the consultation on 6 June 2016 and identified the following:
 - a. It was important that although the programme needed to be driven with clear vision and leadership, it also needed to nurture involvement, and

- appreciate and incorporate local contributions to a strategic vision
- b. It was recommended that the aspiration of becoming an age friendly borough be communicated and give some identity as an ongoing story not just one off events.
- c. To create some overall strategic framework within which local initiatives can relate.
- d. It was strongly recommended that existing “age friendly” initiatives (both those provided by Southwark and by local communities) be “mapped and audited” and communicated in a coherent manner within this strategic framework.
- e. Ensure that people are aware of “what’s on offer already”
- f. To celebrate and share good practice e.g. the “Dulwich model” – intergenerational IT at local secondary school (Linkage)
- g. The ambition to create an age friendly borough needs to capture the imagination, empower, include and acknowledge the contributions of people at a local neighbourhood level.
- h. It needs to be “sexy” and celebrate having fun.

The full report is attached as Appendix 2.

KEY ISSUES FOR CONSIDERATION

46. CPA has made the following recommendations in their report on the final workshop:
- a. There is clearly expressed political commitment for Southwark to become an Age Friendly Borough, however in order to drive the programme there needs to be explicit ownership at senior officer level.
 - b. The programme should be owned corporately (not seen as simply adult social care).
 - c. CPA would strongly urge the establishment of multi stakeholder reference group for the programme.
 - d. That an overall strategic vision and framework be developed and an indicative time frame introduced.
 - e. The programme needs to be incorporated as a “strategic fit” within other communications, policies and plans.
 - f. The programme should be developed in partnership and with the inclusion of not just older people but a wide range of interested parties and age groups.
 - g. The programme should seek to adopt a life course and all age friendly approach.
 - h. In addition to include a wide view of Southwark – residents, people who travel to work in the borough as well as visitors and tourists.
47. Currently there are a number of strategies being developed. These strategies provide an early opportunity address some of concerns raised in our conversations. These are:
- a. The Workforce Strategy
 - b. Southwark Plan
 - c. Transport for London’s transport guidance consultation
 - d. Kerbside strategy
 - e. Voluntary sector commissioning strategy
 - f. Old Kent Road Area Action Plan

- g. Volunteering Strategy
- h. Southwark Cycling strategy
- i. Southwark Transport Plan
- j. Digital Inclusion programme.

48. The work on becoming age friendly cuts across all Departments within the council and throughout the work on applying to WHO for accreditation as an Age Friendly Borough and developing the community conversation a number of officers have been directly involved in supporting the programme representing a range of services and policy areas including Adult Social Care, Planning, Transport, Housing Strategy, Economic Development, Health and Community Engagement.
49. It is anticipated that these officers will play a part in developing the action plans and identifying age friendly champions within the workforce, who will play a role in applying an age friendly lens to their area of work. The action plans will be developed using the information and ideas gathered through our conversations across each of the WHO themes working closely with VCS and Community based organisations.
50. There are already in place a number of programmes and projects that are significantly contributing to making Southwark an Age Friendly Borough and how positive people feel about Southwark. These should continue. Examples are, Dementia friendly borough, digital inclusion programme, free swim and gym, apprenticeships for over 50's, research on how our development of public spaces can support tackling isolation and initiatives such as diabetes champions to support healthier living. It is important that these pieces of work are included in the action plans.

Community impact statement

51. The Public Sector Equality Duty requires public bodies to consider all individuals when carrying out their day to day work, in shaping policy, in delivering services and in relation to their own employees. It requires public bodies to have due regard to the need to eliminate discrimination, advance equality of opportunity and foster good relations between different people when carrying out their activities.
52. The recommendations in this report are based on the community conversation which used a number of tools to ensure that its reach was broad and reflected the diversity of Southwark. In addition we worked with a number of Voluntary Sector organisations to ensure that experience of a wide range of service users were reflected in our conclusions. The online questionnaire asked people to complete questions relating to their protected characteristics and appendix one contains a summary of these responses.
53. The recommendations in this report are designed to address the inequality, discrimination, and negative experiences faced by older people. However it is important that when developing the action plans steps taken do not inadvertently discriminate against other protected characteristics. It is important to recognise when developing the plans that not everyone defines themselves by their age alone and that different groups will have different experiences, needs and aspirations in their older years especially with regards to race and sexuality. Research by the LGBT community has already identified issues in relation to

provision of care and housing for their older members.

54. It is likely that the action plans will have positive impacts for people with other protected characteristics such as people with disabilities whose needs may be similar.
55. The vision of Southwark as an age friendly place incorporates a strong vision about improving the health and well being of older people and all residents as they age.

Financial implications

56. Delivery of Age Friendly Borough will not require the use of additional resources but will be delivered through more effective use of existing resources and using our networks to make changes.

SUPPLEMENTARY ADVICE FROM OTHER DEPARTMENTS

Director of Law and Democracy

57. The cabinet is being asked to:
 1. Note and agree the characteristics of an age friendly borough;
 2. Note the areas of priority where plans will be developed to support the delivery of an age friendly borough.
 3. Agree the arrangements that will support borough becoming age friendly
58. As noted in the report, the council is already recognised by the World Health Organisation to be an age friendly borough. This report sets out details of the community conversation that has been undertaken to identify how to make Southwark more age friendly, including the outcome of the conversation. It then sets out proposals for further work to be undertaken. There are no specific legal implications arising from this report.

Strategic Director of Finance and Governance

59. The strategic director of finance and governance notes the recommendations in this report, and particularly that officers will be developing action plans to support delivery of an Age Friendly Borough. As these plans are developed, the financial consequences must be assessed to ensure that the plans can be delivered within the existing resources available to the council.

BACKGROUND DOCUMENTS

Background Papers	Held At	Contact
Cabinet Report March 2015	Southwark Council 160 Tooley Street	Jessica Leech 0207 525 5853
Link: http://moderngov.southwark.gov.uk/documents/s52516/Report%20Age-friendly%20Southwark.pdf		

APPENDICES

No.	Title:
Appendix 1	Summary of the consultation responses from the consultation hub (circulated separately)
Appendix 2	CPA report of the age friendly borough partners workshop 6 June (circulated separately)

AUDIT TRAIL

Cabinet Member	Councillor Richard Livingstone, Adult Care and Financial Inclusion	
Lead Officer	Gerri Scott, Strategic Director of Housing and Modernisation David Quirke-Thornton, Strategic Director of Adult and Children's and Adults' Services	
Report Author	Stephen Douglass, Director of Communities	
Version	Final	
Dated	8 September 2016	
Key Decision?	Yes	
CONSULTATION WITH OTHER OFFICERS / DIRECTORATES / CABINET MEMBER		
Officer Title	Comments Sought	Comments Included
Director of Law and Democracy	Yes	Yes
Strategic Director of Finance and Governance	Yes	Yes
Cabinet Member	Yes	Yes
Date final report sent to Constitutional Team	8 September 2016	