

Please email your response to evidence@cpa.org.uk by **12th December 2014**. (extended deadline)

This is not a questionnaire. The questions included are for guidance and to act as a prompt. It is not necessary to answer all of the questions or even to use this form to submit your evidence if you find it more convenient not to do so.

The role of local authorities in preparing for the opportunities and challenges of an ageing society.

The Centre for Policy on Ageing has been commissioned by the Local Government Association (LGA) to undertake a call for evidence on the role for Local Government in respect of an ageing society. A cross-cutting Task and Finish group has been established by LGA to consider the opportunities and challenges that an ageing society presents and how local authorities might prepare themselves in the immediate and longer term to respond to these. The intention is for this programme to be completed and its report published by March 2015.

We would welcome your views on the contribution that Local Government can offer, and the changes Local Government should make, to adjust to their local ageing communities and to maximize the opportunities for local citizens and communities to age better. It would be helpful if you can cite examples where you are aware of good or innovative practice

Section A

Person answering the call for evidence

Name:	Sue Johnson
Role or Job Title:	Senior Diversity and Social Policy Officer
Organisation:	Greater London Authority
Contact email address:	Sue.Johnson@london.gov.uk
Telephone no (optional):	020 7983 4032

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Section B

The questions that follow are for guidance and to act as a prompt. It is not necessary to answer all of the questions or even to use this form if you find it more convenient not to do so. We are also happy to receive local reports and evaluations where appropriate.

The call is particularly interested in looking beyond traditional 'care and support' services to strategies that improve older-age quality of life, provide an age-friendly environment and include 'prevention' measures that promote healthy ageing in place.

We would like to hear of any innovative and groundbreaking work that you are doing, or planning to do. Examples may come from any area including strategic planning, commissioning, service design and delivery or activities developed in partnership with local networks of older people and communities.

1. *What are the main benefits to your community with regard to an ageing society?*

The Mayor of London's report "The Economic Contribution of Older Londoners" published by GLA Economics in 2013 [www.london.gov.uk/the-economic-contribution-of-older-londoners] showed that Londoners over 50 then contributed an impressive £53 billion to the economy. In addition to a £47 billion contribution through paid work, they also provided £4.7 billion as a result of caring for other adults, £600 million providing childcare for their grandchildren and a further £800 million through volunteering activities.

The report also highlights that more older people fund-raise; lead groups; run activities and events; visit, befriend and mentor people; campaign; and provide advice; administrative work and transport, than younger people. It mentions the role older people play in providing housing and tenant services, nutrition, clothing and laundry services, as well.

2. *What are the key issues for your community with regard to an ageing society?*

The GLA has published age equality assessments, which provide information about London's older people, the inequalities they face and what the Mayor and the GLA are doing to advance equality of opportunity for older Londoners. The latest of these can be found here <http://www.london.gov.uk/priorities/equalities/older-people>

Key issues for London's ageing society were also identified in the "What makes a city age-friendly – London's contribution to the World Health Organisation's Age-Friendly Cities Project", published in 2007 by Help the Aged and King's College London <http://www.kcl.ac.uk/sspp/departments/sshm/geront/research/agefriendlycities.pdf>.

The Mayor has commissioned King's College London to produce an update of the 2007 report. Titled "An Age Friendly City – How far has London come?", this will be published early in the New

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Year.

These reports identified the key issues as

- Accessible and affordable transport
- Suitable housing
- Public seating and toilets
- Accessible public realm
- Easy access to culture, leisure and volunteering opportunities
- Respect and social inclusion
- Poverty for some
- Returning to work once out of it
- Access to training opportunities
- Suitable health and social care provision
- Digital inclusion
- Engagement and involvement.

The detail of the issues that are particular to older people, with regard to these topics, can be found in the reports cited above.

3. *In your opinion or from your perspective - are local authorities important as contributors to a society adjusting to an ageing population? In what ways can they contribute? What should they do?*

Local authorities are important as contributors to a society adjusting to an ageing population. The reports cited in response to Q2 give examples of the things that local authorities can do to support an ageing population. Examples include

- providing free usage of public transport, such as through the Freedom Pass and the Mayor's 60+ Oyster Card.
- Making public transport more physically accessible, such as TfL's programmes to ensure there is a bus stop within 400 metres of every Londoner and bus stops and stations are accessible
- providing a free door to door transport service for people with limited mobility, such as Dial-a-Ride provided by TfL, and London Taxicard, which provides subsidised transport in taxis and private-hire vehicles for people who have serious mobility or visual impairments.
- supporting the development of housing to meet the differing needs of older people, such as Lifetime Homes, Extra Care Housing, supported housing. These are all policies found in the London Plan and the London Housing Strategy, both of which were published by the Mayor.
- supporting the development of Lifetime Neighbourhoods, including the provision of public

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toilets and public seating. Policies to support this are in the London Plan and the GLA's recently published "Accessible London: Achieving an Inclusive Environment Supplementary Planning Guidance"

(<https://www.london.gov.uk/priorities/planning/publications/accessible-london-achieving-an-inclusive-environment>)

- supporting schemes to encourage local businesses to open up their establishments to provide use of toilets and seating, such as the Mayor's Open Toilet scheme.
- supporting initiatives that support the training of older people and address the obstacles to unemployed older people obtaining employment. These will be the focus of London's European Social Fund programme for 2014-2020. (Details of what is being proposed can be provided).
- providing places and opportunities for where older people can meet and can undertake cultural, leisure, learning and volunteering activities (e.g. Mayoral support for the Capital Age Festival and providing opportunities to volunteer through the May's Team London volunteering programme).
- encouraging older people to maximise their incomes by taking up the benefits that are due to them (as exemplified by the Mayor's Know Your Rights benefit take-up campaign).
- supporting initiatives to address older people's digital inclusion [such as the Mayor's funding of the MiCommunity digital inclusion programme (<http://www.ageuk.org.uk/london/our-services/micomcommunity-project/>)]
- addressing the higher incident of fuel poverty amongst older people by providing energy efficiency measures, such as the Mayor's Re:New programme.
- supporting initiatives which address older people's isolation (such as the previously mentioned digital inclusion programme and support for older people's cultural activities)
- ensuring that the health needs of older people are reflected in the Joint Strategic Needs Assessment and considered by the Health and Wellbeing Board.
- enabling older people to remain active through programmes delivered by the Mayor's Sports Legacy Fund, such as Age UK Bromley's Fit for Life project, Carl Campbell Dance Company's 'Staying Alive' project and Silverfit Ltd's Silver Tuesday project. Both the latter have been funded through the Mayor's FreeSport programme in the last six months.

4. *If you are not part of a local authority - How might local authorities complement and support your work and what might you envision or what are your particular hopes for local government to achieve?*

N/A

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5. *How do local authorities need to adapt to enable older people to achieve their full potential?*

They need to recognize that the population of older people is going to increase and that older people, especially in London, are going to be more ethnically diverse. Consequently older people in the future are likely to have a greater diversity of needs.

Amongst these will be the need to provide a range of different housing options to meet the broad housing needs of older people.

Local authorities, both as a local employer and as a supporter of local employers and employment initiatives, need to adapt to the fact that older people are going to be in work for longer.

Local authorities need to adapt to the fact that there are going to be more older people with health, care and support needs.

6. *What are the key challenges facing local government in respect of health and social care as a result of population ageing? What needs to change (structurally, culturally or financially) to enable local government to tackle these challenges in cooperation with health and other partner organisations?*

There needs to be more partnership and collaborative working between local authorities and the health sector.

The increasing age of the population will put greater strain on health and social care services. The nature of the needs of the aging population will necessitate greater integration of health and social care services with joined up care. The integration of budgets will assist the joining up of services and the breaking down of barriers.

7. *How is an 'ageing' strategy being developed in your area? What are the personnel, structures and processes necessary to support that strategy? What are the means by which 'buy-in' and engagement with the strategy are achieved? How is the strategy informed by the needs and aspirations of older people and how is integration between officers and members and local authorities and partner organisations in the health and voluntary sectors?*

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The Mayor set out his strategy for older Londoners in his "Supporting Older Londoners" manifesto (provided with this questionnaire). He will consider the recommendations from the "An Age Friendly City - How far has London come?" report for future development of his strategy

The GLA and the GLA group (London Fire and Emergency Planning Authority, London Legacy Development Corporation, Mayor's Office for Policing and Crime, Metropolitan Police Service and Transport for London) have officers that support him in the delivery of the strategy. His Deputy Mayor and his Deputy Mayor for Education and Culture are key advocates of his strategy. He has a lead officer in his Diversity and Social Policy Team who supports the Mayor's Office in ensuring delivery of the strategy.

The strategy is supported by engagement with older Londoners, which is principally undertaken through Mayoral support of London Older People's Strategies Group and the Mayor's Older People's Advisory Forum. The GLA has a major role in Positive Ageing in London. In the summer of 2014 the GLA carried out a survey of older people on the improvements seen in London becoming a more age / friendly city over the last 10 years, what has become worse, what would make London more age / friendly and examples of good practice.

Progress against the Mayor's manifesto pledges and his programmes are monitored on a quarterly basis and are reported through a variety of means including the Mayor's Annual Report, the Mayor's Annual Equality Report and the GLA's older people's equality assessment. (All these can be found on www.london.gov.uk)

[If a strategy document exists please attach it].

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8. *If you are within a local authority – What are the governance arrangements on ageing issues? Which officer leads on the implementation of your ageing strategy or leads on ageing issues (in the absence of a strategy). If possible please include contact details? Which elected member or board or committee deals with ageing issues?*

The Mayor is ultimately responsible for London's ageing issues that fall within his remit. He also highlights the issues of concerns for older Londoners and works with partners to ensure his strategy and those issues that fall outside his remit are addressed.

His older people's advocates are his Deputy Mayor for Education and Culture, Munira Mirza, and his Deputy Mayor, Victoria Borwick. Deputy Mayor, Victoria Borwick is also an elected member of the London Assembly.

A number of officers across the GLA group (see response to Q7) support the Mayor in the implementation of the strategy.

The lead officer to contact in the first instance, in relation to the strategy or for contacting any of the people mentioned in response to this question, is Sue Johnson (see Section A above)

9. *Which national policy levers and drivers assist you to prepare and respond for an ageing society locally? What has assisted you and what has been a hindrance? What would assist you to respond more actively or help you to undertake an appropriate role for your community?*

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The Equality Act 2010 and the GLA Act 1999, and as amended in 2007, provide the drivers for considering older people's (in)equality. These provide the framework for the gathering and reporting of evidence in relation to (in) equality faced by older Londoners and the setting of objectives.

The GLA Act has assisted the GLA in relation to setting out the role of the Mayor of establishing strategies for London and for equalities to be a cross cutting consideration in all that the GLA group does.

The Mayor only has a limited amount of power and budget and delivers a narrow range of services. He has no direct role in the delivery of health and care services.

10. Do local authorities have a role in addressing digital exclusion or in helping their older populations deal with the national government's 'digital-by-default' strategy?

Local authorities do have a role in addressing the digital exclusion of older people. The GLA has already played a role (see response to Q3). In addition the GLA has hosted and supported Techy Tea parties in collaboration with Age UK London and others.

The GLA has developed a Digital Inclusion Strategy which will be published shortly. The strategy outlines the barriers older people face in getting online and acknowledges how this will be increasingly more important as the government's 'digital-by-default' strategy is implemented. It identifies the need for a partnership approach to tackle this, if older people are not to be disadvantaged further.

11. How can or should local authorities support older workers and address the ageing of their own workforces?

Local authorities should make it easy for their older employees to remain in work or exit it in a dignified way. Including

- offering the opportunity for older employees to taper their hours as they move to retiring, for example by offering flexible retirement i.e. reducing their hours but at the same time taking their pension
- promoting flexible working options for all staff in particular older staff i.e. part time working, staggered start and finish times
- offering the opportunity for older employees to reduce their work responsibilities, if they wish to
- ensuring recruitment policies are non discriminatory and that local authorities actively seek engagement of older workers

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- holding inclusive social events to ensure older workers still feel part of the team.

The GLA abolished a retirement age for its employers in 2006, well ahead of the legislation making this compulsory.

Local authorities should continue to invest in their older employees in terms of offering learning and development opportunities.

Local authorities can provide programmes that support older people to maintain their health and well-being. The GLA recently attained the Healthy Workplaces excellence standard. It offers employees a number of opportunities for maintaining their health and wellbeing, such as massage, yoga and zumba sessions, lunchtime walks and incentives to use the stairs. It also offers employees over 50 annual health screens.

12. *We would like to hear of any services, activities or initiatives which you believe are good practice and innovative with regard to an ageing society – please note – please provide a short description. If there are any reports or evaluation documents please attach.*

Please see <http://www.london.gov.uk/priorities/equalities/older-people>

Mid way through the current Mayor's electoral term the Deputy Mayor informed older Londoners of What has changed for older Londoners since the 2012 Mayoral Election? at a public event hosted by Positive Ageing in London and Age UK London. The Deputy Mayor particularly focused on implementation of the Mayor's 2012 older people's manifesto pledges and on meeting what older Londoners had requested of the Mayor in Age UK London's 'Older People's Manifesto 2012-16.'. Please see

<http://www.ageuk.org.uk/london/news--campaigns/archive/older-londoners-dialogue-with-decision-makers/>

We can provide a copy of the "An Age Friendly City - How Far Has London Come?" report once this becomes available. In the meantime the presentation made to the Mayor's Older People's Advisory Forum in November about the intended content of the report is provided with this questionnaire.

In addition to the above, we are planning an Ageing Cities conference for 16 March 2015 in conjunction with the UK Ageing Cities Network and Positive Ageing in London.