Executive Summary

This Executive Summary follows the structure of the report and summarises the key findings and proposals.

The Choice for Lancashire – facing up to the challenges and opportunities of an ageing population

The make-up of the population in Lancashire is changing dramatically. The ability of all partners to get to grip with the challenges and opportunities of an ageing population will shape the future wealth and opportunity for the county as a whole.

Lancashire is therefore at a crossroads. The choices it makes, and the priority it gives to adopting this strategy and planning for an ageing population will impact profoundly on the prosperity and well-being of the county and its inhabitants in 20 years time.

Chapter 1: Introduction

The development of this strategy was commissioned by the Lancashire Partnership. It was an action identified in the county's community plan *Ambition Lancashire,* which also set out a vision for the future and ambitions in relation to older people.

Ambition Lancashire – vision for 2025

Lancashire is a County where older people are empowered to live their lives in the way they choose and where their skills and expertise are valued

Ambition Lancashire – ambitions

- Maximise the life opportunities for older people and engage them in all levels of decision making
- Promote older people's health, safety and independence and ensure that all older people and their carers are treated with respect, dignity and fairness

Lancashire needs a strategy because:

- The population is ageing
- Older people themselves are changing
- Government policy is changing

The development of this strategy has involved over 300 older people and staff from organisations across the county. In addition working groups of older people and officers have been directly involved in developing the thinking and proposals for action that underpin the strategy.

The strategy is built upon priorities identified by today's and tomorrow's older people and rooted in what they say is important to quality of life and well-being in older age.

Chapter 2: Growing older in Lancashire

This strategy is driven by:

- Changes to the population of Lancashire and to the place of older people in society, and by
- The need to deliver what older people say they want in order to ensure a good quality of life

This chapter of the strategy examines:

- The changes expected in the population over the next 20 years
- Trends in society
- What matters to older people

Population change: The population is ageing, with the number of children and young people reducing and the number of people aged 50+ increasing. This trend will continue over the next 20 years. The highest percentage growth will be of older people aged 85+. Growth levels vary across different parts of the county.

Trends in society: Although it is difficult to predict what society will look like in 20 years time we can look at some of the most significant trends that are likely to influence what society might be like then. Our analysis suggests that the main trends are likely to be:

- A more diverse society with more older people, people living longer, more and varied black or minority ethnic communities, wider differences in household and individual wealth
- More households and more varied types of households.
- An older workforce with people working longer and older people making up a greater proportion of the workforce. More flexible working practices to enable older people to continue in work
- Continued technological and global change
- Increased pressure on public services as a result of growing expectations and the potential for an increase in the numbers of people with significant health care needs – especially as a result of the very significant projected increase in people aged 75 and over
- The impact of climate change and growing pressure to be more environmentally sustainable
- Expectations of greater responsiveness from and quality of services – both public and private. Older people being seen increasingly as an important market (the power of the 'grey pound')
- Increasing demands for people to be able to be involved in making decisions about their own lives

These trends will not be experienced evenly by all older people. Greater choice and diversity could go alongside deepening inequalities and greater fragmentation. Trends in rural areas will be different from urban. Within both rural and urban areas there will be differences as well.

These trends will impact across all aspects of life, including:

Family and community	***Housing***
Health, care and support	***Work***
Finance and pensions	***Leisure***
Citizenship	***Transport***

What matters to older people: National and local research have provided information on what is important to older people.

Although it is difficult to predict what the older population and the society they live in will look like in future generations, it seems likely that older people will:

- Have higher expectations
- Be healthier and more active
- Be working longer but looking for more flexible work and retirement options
- Place a higher demand on state services, benefits and support
- Increasingly emphasise issues of choice and control in how services are designed and delivered
- Need good information, and access to key services such as transport to enjoy independence and a good quality of life

What does this all mean for developing a strategy:

- It emphasises the need for a comprehensive, strategic approach to address the challenges that an ageing society will bring
- The strategy will need to address new issues – especially around the role that older people will play in the workforce – as well as the traditional concerns such as health, transport, and social care
- The role of public services will need to change from a focus on providing support to people to promoting the role of older people as active citizens in their communities
- Service provision will remain very important but services will need to change their approach from one of doing things for

people to doing things with people – viewing older people as partners rather than just 'users' or consumers. Services will need to become more individualised and flexible

- An increased responsibility on all agencies to promote active and healthy lifestyle opportunities
- There will be a need to ensure that older people are engaged in decision making at all levels
- As the proportion of older people in the population grows there will be an expectation that the resources devoted to addressing their needs will grow as well
- There is an important role for councils in particular in providing 'community leadership' and in managing diversity and variation

Chapter 3: National and local policy context

National context: Over the past few years there has been a growing recognition nationally of the need to completely change the way in which we think about older people and the challenge of an ageing society. This is reflected in both national and local policies.

The policy debate is beginning to broaden from the traditional focus on ill health and frail older people to encompass an agenda which is about:

- Promoting quality of life and well-being
- Addressing ageism
- Recognising older people as equal citizens in society, and
- Valuing the contribution older people make in their communities in all sorts of ways

Government policy in relation to older people has generally been fragmented and without an overall focus – in marked contrast, for example, to its approach towards children and families. However, this is now changing as the Government begins to understand and to get to grips with the implications of an ageing society. Over the last 18 months the Government has issued a suite of policy and strategy documents which begin to move towards an overall vision and

approach to public policy in relation to older people. Key themes across these documents include:

- Putting more power and decision making directly in the hands of older people
- Moving from a focus on vulnerable older people to the older population as a whole
- Creating a culture of opportunity for older people
- Addressing issues of social exclusion for older people
- Promoting a culture of enabling vulnerable older people to live their lives in the community- supporting what they 'can' do

The government is also developing a more comprehensive performance framework on which local authorities and their partners will be judged. For example, the Comprehensive Performance Assessment demands comprehensive strategies, full engagement of older people as partners in decision making and access to a wide range of services for older people. The Local Area Agreement also identifies older people as a key population group to address.

Local policy context: the local context at county level is set by the high priority that the Lancashire Partnership has given older people in *Ambition Lancashire,* and through the Local Area Agreement. This is putting older people and planning for an ageing population on the map. District Councils, the NHS, and some other organizations across all sectors are also beginning to understand the implications of an ageing society for what they do.

However, the strategy analysis carried out showed a wide range of strategies that do not explicitly identify or address the challenges of an ageing society.

Chapter 4: What we want to achieve

Chapter 4 sets out the outcomes, aims and objectives for the strategy and a set of proposed actions. Some actions are clear and specific. Others are ideas that will need more debate from stakeholders to firm them up.

The chapter is organized around an 'outcomes framework' which brings together all the elements of the strategy into one place. The aim of the framework is to be able to see, at a glance, the areas that the strategy covers. The framework starts with the 2 'ambitions' set out in '*older people's Lancashire*[1]. It then identifies 5 overall outcomes for the strategy - that older people should be:

- Financially and materially secure
- Accessing mainstream services
- Making a positive contribution
- Healthy and well, and
- Safe and supported

Each of these then has 'aims' which address specific issues such as transport, employment, feeling safe and so on. We have chosen these to reflect the issues that older people say are important. There is, inevitably, a lot of crossover between issues and we have indicated where this is especially the case. The outcomes framework is shown on pages xii and xiii.

This approach also allows for the fact that what is required will differ across the county and the implementation of this strategy will need to reflect this local variation.

The objectives are, for the most part, things that we think should be achieved by 2025. The actions concentrate on what needs to be done by 2015. It is not sensible or realistic to imagine that we can plan in detail for more than 10 years ahead – the strategy will need to be revised and updated to ensure that the appropriate actions continue to be included. This is a similar approach to the one taken in *'Ambition Lancashire*'.

How it will all fit together

Older people in Lancashire have said that they are looking for information and services to better connected, and to be engaged fully as partners in taking the strategy forward. In chapter 4 we provide a number of diagrams to illustrate how systems, services and

[1] 'Ambition Lancashire: pp 82-83

partnership structures need to be developed and fit together better in the future. Here in the Executive Summary we have picked out 3 areas for joining up, which we set out below.

Information = Knowledge = Power

The diagram on page ix (see Fig. 7 in main report) shows the importance of older people having access to good quality accessible information about the range of issues that impact on their lives. With good information older people are able to choose to buy the goods and services they need to retain control of their lives and sustain independence.

Linking information to advice, assessment and brokerage to improve access to services

Good information enables older people to self assess and then:

- Either to purchase the services they want directly for themselves
- Or to seek advice, and/or a more formal assessment, together with practical help (sometimes called brokerage) to support them in securing the services they need to sustain choice and as much independence as possible in older age, even if they become frail

The diagram on page x (see Fig. 8 from main report) illustrates how this can work.

Building an engagement and partnership structure with older people

Older people need to be engaged as partners in decision making. Acting on this aim - see *Aim 3a* in chapter 4 – very early on in the life of this strategy will be fundamental in changing our perceptions of older people in society, in harnessing the talents of older people, and in underpinning the long-term change required in planning successfully for an ageing population. The diagram on page xi – Fig. 9 in the main report – sets out the district and county structure we propose.

Fig. 7 *(from Chapter 4)*

THE MARKET - PUTTING OLDER PEOPLE IN CONTROL – THE MENU

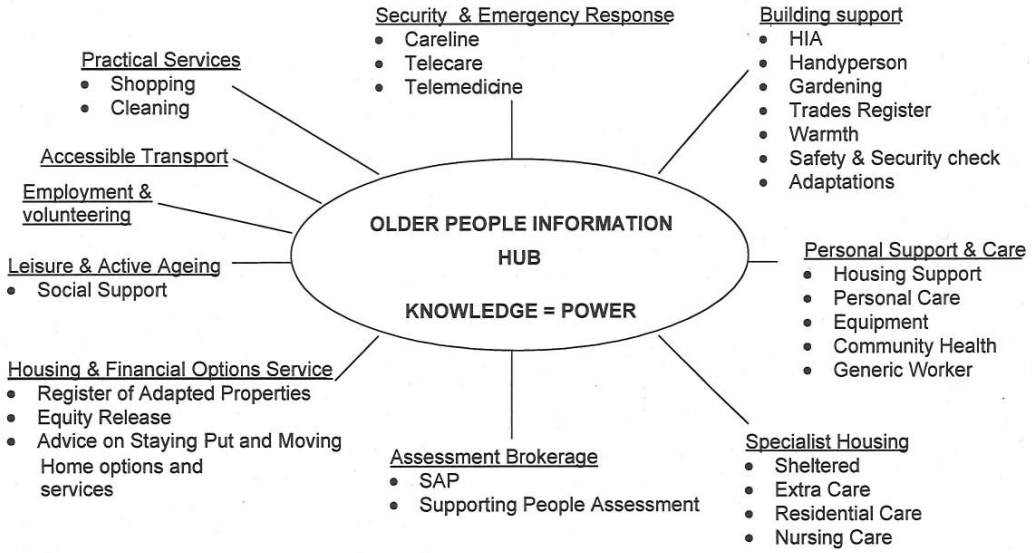


Fig. 8 *(from Chapter 4)* **Information and commissioning to give older people power and control**

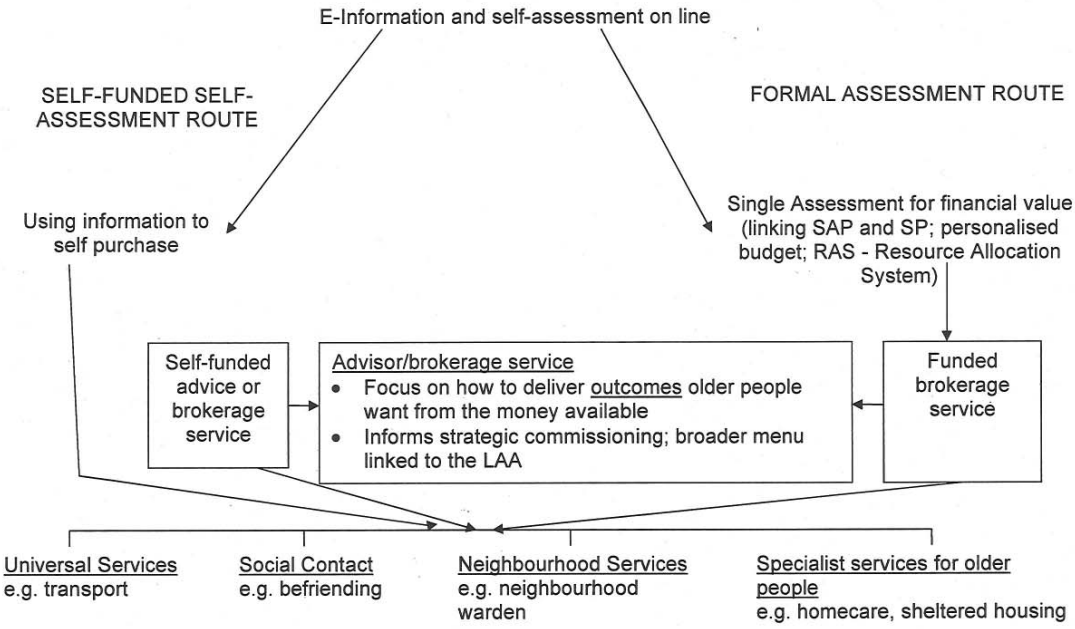
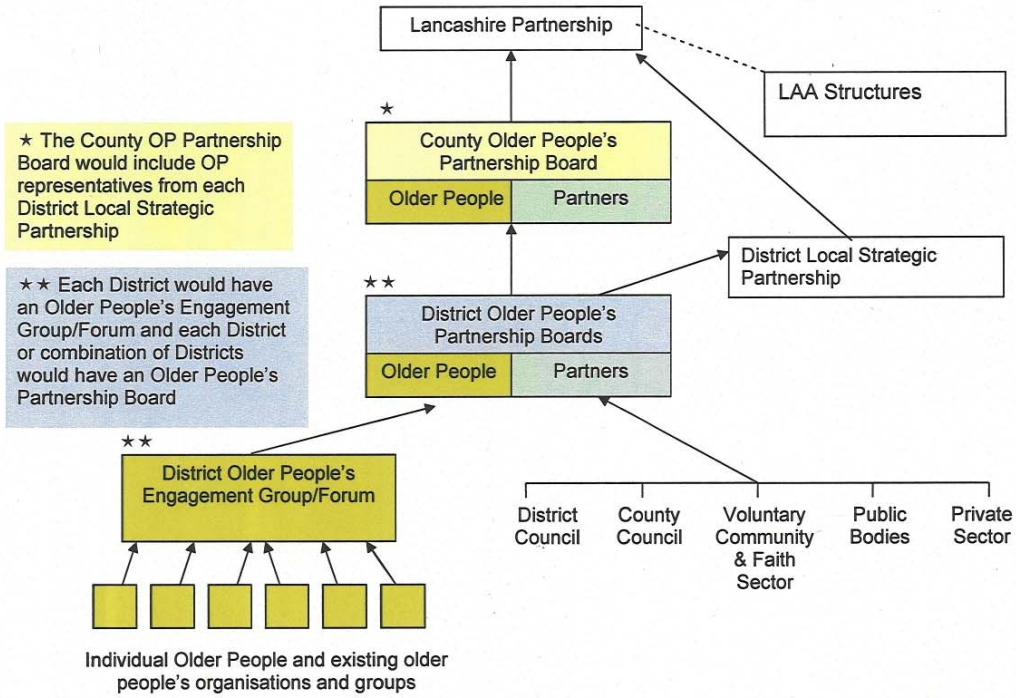


Fig. 9 *(from Chapter 4)*

BUILDING A COUNTY AND DISTRICT ENGAGEMENT & PARTNERSHIP STRUCTURE WITH OLDER PEOPLE



Lancashire strategy for older people: outcomes framework

Ambition Lancs		Maximise life opportunities for older people										Promote older people's health, safety and independence						
Outcomes	Outcome	1. Financially and materially secure		2 Accessing mainstream services		3 Making a positive contribution				4 Healthy and well			5 Safe and supported					
	Aims	1a Older people have an adequate income	1b Older people have the opportunity to work	2a Older people have access to information, advice, brokerage	2b Older people have access to services	3a Older people are engaged in decision making	3b Older people are contributing to community life	3c Older people are building links with younger people	3d Older people are free from discrimination	4a Older People will be physically mentally and emotionally healthy	4b Older people will have good social networks	4c Older people will have access to community based activities	5a Older people and their carers will receive appropriate support	5b Older people will feel safe in their homes and communities	5c Older people will have decent, appropriate accommodation			
	Delivery	Mainstream services meet the needs and aspirations of older people Effective leadership to deliver the strategy Communicating and promoting the strategy Reviewing and updating the strategy																
Targets and Indicators		***Sample of National and Local Indicators***[2]																
		No. older people awarded new benefits (measured by county welfare rights service)	No of older people in employment	No of older people using information and advice services	No of older people journeys via New card	% older people involved in decision-making who feel they have influence	No. new older volunteers % older people who say they are active in their community	Number of inter-generational projects	% of older people and from under represented BME communities employed by commissioners and service providers	No older people who say they have good health	No. Older People who say they enjoy good quality of life	No. leisure and learning sessions taken by older people	No of older people being looked after at home	% older people who feel safe at home or out at night	% private sector homes in decent condition			

[2] These are taken from existing documents, such as the Local Area Agreement. There may be better indicators available e.g. the DWP may be able to provide information on the total number of people over 50 in Lancashire awarded new benefits

How older people will know if things are getting better					
actions	• Making available better financial advice and information to older people • Action to lobby central government to raise basic state pensions • Information and advice to ensure older people claim benefits • Link Age plus services providing a comprehensive approach to giving information and accessing services • More opportunities for older people to remain in employment • Retraining schemes aimed at older workers • Incentives for people to remain in work • Campaigns to tackle ageism in the workplace	• Public sector organisations providing information through a single service • Investment in new technology to ensure it is available to all • Training to enable older people to use new technology • A directory of all services for older people • An extended concessionary fares scheme • Integrated procurement of all transport including specialist transport • A single source of information about all specialist transport • Funding for transport included in individualised budgets • Taxi vouchers • Good transport links to all major services • Community cars are widely available • Information about transport is readily accessible • Campaigns to encourage older people to sue public transport more • Plans to tackle older people's concerns about public transport • Walking and cycling are promoted to older people • Car sharing schemes to enable people to use private cars for longer • An Older People's Transport Forum	• A network of independent engagement groups (forums) in each district and county wide, promoting the views and aspirations of older people • A network of older peoples partnerships (boards) at district level and county wide made up of older people and other partner organisations to engage older people in decision making and linked to the local strategic partnerships • The skills and experience of older people building community capacity by flexible part time working and volunteering • A skills database in community resource centres to match people to volunteering opportunities • Intergenerational work jointly promoted by older peoples forums and young peoples councils • A media watch group set up by the network of older peoples forums to improve the image of older people in the media • Commissioners and providers of services achieving targets for employment of more older people and people from BME communities • Older Peoples from BME communities engaged with decision making and using more services provided for older people • BME community organisations involved in providing services for older people	• Create benchmarks to audit service provision and identify areas for change • Redeploy NHS staff to deliver services in the community • Promote and offer annual health checks • Encourage learning and leisure activities as alternative to drugs • Audit leisure and learning providers • Plan to achieve better access to learning, leisure and cultural activities • A county wide passport to services • Work with private sector providers to open up leisure and learning opportunities • Create a one-stop shop	• Link age + type scheme to provide a single route to increase income and benefit take-up • On line financial advice and information service • Integrated concessionary fares scheme across all districts • Extended range of transport and integrated booking system for people with special needs • Age positive employment scheme in place to achieve more older people in the workforce, with employers signed up to flexible retirement age • Connexions service in place for older people aged 50+ • 'Rosebud' scheme and entrepreneur support for business start ups for people aged 50+

Chapter 5: Delivering the strategy

This chapter looks at what is needed to ensure that the strategy is taken forward and implemented in full. It sets out seven areas for action to drive the strategy forward.

Three of these have already been addressed in the previous chapter:

- Challenging and rooting out ageism and discrimination
- Fully engaging older people as true partners to contribute their ideas and talents and promote change
- Providing effective information, advice, brokerage and access to ensure older people have choice and control.

The other four are:

- Ensuring that mainstream universal services meet the needs and aspirations of older people through developing an age proofing approach
- Leadership - Developing a more joined up approach to funding, commissioning and delivering services.
- Having a proactive approach to communicating and promoting the strategy.
- Reviewing and updating the strategy

Chapter 5 sets out specific objectives and actions in these four areas. Chapter 5 then goes on to set out some ways by which we will be able to judge if the strategy has been a success in 2025

How to measure the success of the strategy

- Older people are at the centre of planning and action for change. There are clear structures that engage older people as partners, and resources to support engagement
- Older people are recognized as a driver for the economy of Lancashire, both in the workforce and more widely

- Older people have greater choice and control of both service and resource options
- The strategy is addressing the wider population of older people who live in ordinary housing and are not major users of health and care services (the 85%), as well as the minority who do make a lot of use of such services (the 15%) and who currently consume significant amounts of health and social care resources?
- There is a greater focus on quality of life, active ageing and prevention
- Older people are in control through providing greater choice by rethinking the way information, advice, assessment, resources and services are provided and paid for
- Application of the 'Age Proofing Toolkit' has ensured that mainstream services address the needs and aspirations of older people
- The divide between the welfare and private sectors has been broken down
- The diversity of the older population is recognized and the needs of socially isolated and hard to reach groups addressed
- There is a more integrated approach to planning, commissioning and implementation, with local arrangements that join up services and resources, and respond to all older people and to their individual circumstances
- The gap between well off and poorer older people is being reduced and overall levels of morbidity amongst people aged 50+? are falling across all groups