

'Improving the quality of life of older people in Newcastle'

**Newcastle Quality of Life
Strategy for Older People and
an Ageing Population**

Draft for Consultation – 11 December 2006

“I challenge society, collectively and individually, to rethink its attitudes to older people, to recognise the value and beauty of the fact that we are all living so much longer.”

*(Professor Tom Kirkwood, Co-Director Institute for Ageing & Health,
Newcastle University – The End of Age)*

Foreword

To be included in final draft for publication.

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Please note – all data and sources in this strategy will be confirmed by final approval stage.

Section 1: Introduction

Welcome to the first Quality of Life Strategy for Older People and an Ageing Population in Newcastle.

A citizen-based approach

The strategy marks a milestone for three reasons:

- Firstly, in the way it was developed and is to be taken forward, reflecting a new partnership between older people as citizens, the local authority and its partner agencies from health, and the voluntary, community and private sectors.
- Secondly, because the strategy has been developed based on views expressed by older people about how they want to grow older in Newcastle, how they want to be seen as older people, and their priorities about quality of life, well-being, and services in older age – it is citizen-based not service-based.
- Thirdly, because it is an integrated strategy that looks right across the spectrum of older people's issues, from respect and acceptance as valued members of communities, relationships to family, friends and neighbourhoods; facilities and opportunities such as social, leisure and lifelong learning and services from transport, to housing, environment and health and social care.

This 10-year strategy is a dynamic document which sets out a vision for the future, a commitment to new ways of working, our aims and outcomes, an action plan and indicators on how we will judge our success.

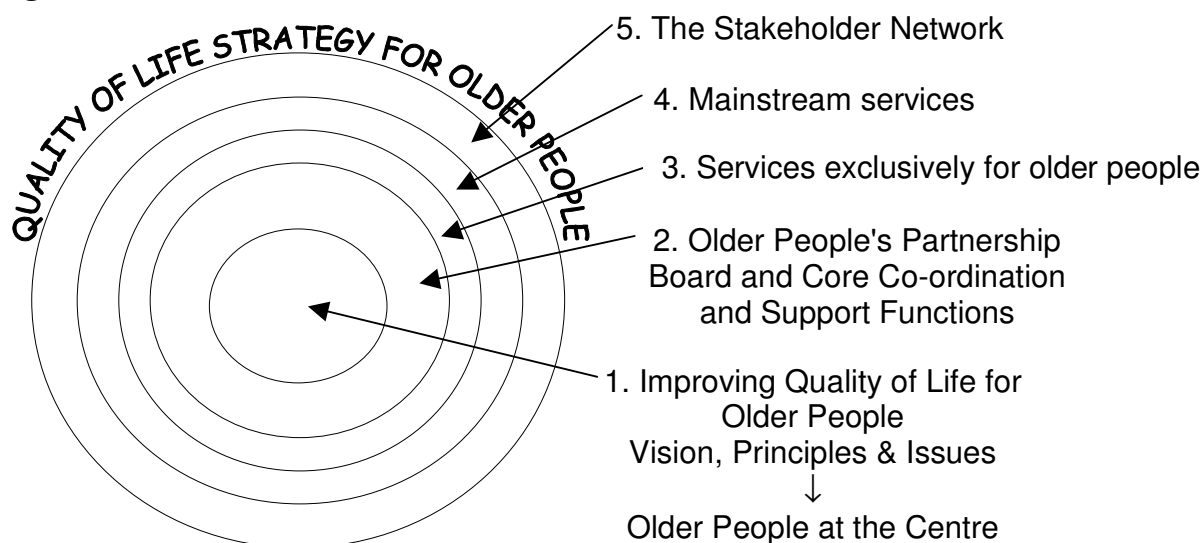
The Quality of Life Partnership

The strategy should be seen as part of an ongoing process to evolve a citizen-led approach to promoting quality of life and well-being in older age, and a partnership approach between older people and agencies.

In 2004 the Elders Council, Age Concern, Better life in Later Life, the City Council and the PCT came together to establish an *Older People's Quality of Life Partnership*. The Partnership has been developed to provide a platform through which older people and agencies can work together to see how mainstream services address the issues that are important to older people and to develop new services where needed.

The following diagram illustrates the structure of the Partnership:

Fig. 1



Explanatory notes:

The Elders Council is taking the lead in ensuring that older people are at the centre of the Partnership and that it is their needs and aspirations, reflected in 'The Way Ahead', which are at the heart of the Partnership's agenda and work.

The Programme Board is the guardian of the Partnership. The Board is made up of older people (nominated by the Elders Council) and representatives from key agencies in the city. The Board is co-chaired by the City Council's champion for older people and the Chair of the Elders Council.

The Core Team which provides the infrastructure for the Partnership and supports the work of the Elders Council is made up of staff seconded from the Newcastle Healthy City Project ('better life in later life' programme) and Age Concern Newcastle.

The stakeholder network is made up of older people and agencies with an interest in older people's issues. At its second meeting in November 2006 the network event focused on contributing to this draft strategy by examining *what makes an Older Person Friendly Neighbourhood*.

Understanding older people – addressing the different generations and transitions in older age

Planning for the future has become increasingly important for individuals and for society as the population ages. Already, just over 30% of the population in Newcastle is aged over 50, and this proportion is set to grow further.

In this strategy we look at people over 50, because this is increasingly the starting age that is used by government in developing policy for an ageing population. However, age is the only characteristic that everyone aged 50+ shares. Their needs and expectations are as different as in any other age group. Equally, they should be able to access the same service as everyone else.

Older people are not a homogenous group. First of all, there are differences of culture, social class, life-style, health and expectations, just as much as with any other age-group of the population.

Secondly, with its focus on people aged 50+, and given the fact that most people are living longer than in the past, the strategy covers at least two, and probably three generations of older people. Traditionally, these different generations have been characterised by age – perhaps 50-64, 65-74, and 75+. However, we do not think that this is a useful way to look at older age. For example, one person may retire aged 50, and another aged 70. One person may live a healthy life till they die at 90+; another may experience ill health aged 55.

In this strategy, therefore, we take a different approach. Moving into and through older age may include a number of transitions at different stages and involve different dimensions including:

- For those in employment, moving from full-time employment through part-time or casual work to retirement; for those who are not in employment, the changes which result from becoming a pensioner

- Active retirement, community engagement and volunteering
- Moving from independence to increasing reliance on others, through an increasing use of services, having a full-time carer role, or separation or the death of a partner

These transitions may also result in other changes such as income levels (from wages to pension to paying for care), or housing and tenure (from ordinary housing to retirement housing, extra care or a care home).

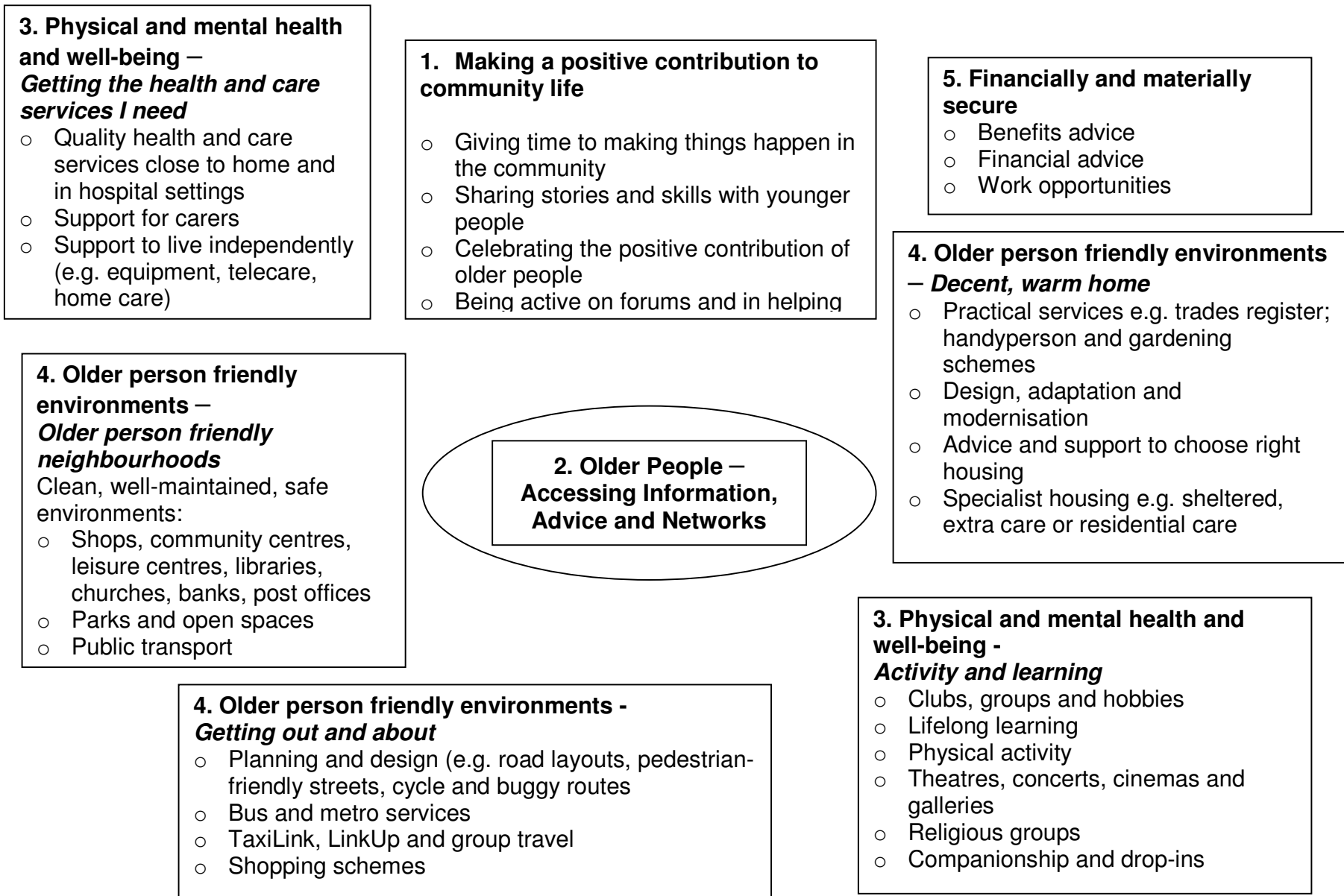
Each individual older person will go through their own unique set of transitions relating to their lifestyle, and other circumstances such as health, relationships, housing situation. At the same time, families and other people advising older people will also need to think about how and when best to intervene or support the older person to take decisions. For example, what is going to make a move to retirement housing 'right' for an individual at a particular point in time?

We need to develop a much better understanding of these transitions, and how older people can access the information, advice and support to handle them, not just after retirement, but as part of pre-retirement planning.

The gender balance within the population also changes as people get older. Women are living longer than men. At present women make up 58.9% of the population aged over 65. As a result, many of the services available to this age group are geared towards women, leaving men more isolated and less likely to engage.

The diagram in Fig.2 below illustrates the range of issues that are important to older people and the areas where 'Information and Networks' can help to sustain or enhance quality of life and well-being in older age. The numbers link with the outcomes framework that is set out in section 3.

Fig. 2 - The Menu – Putting Older people in Control



Older people are everyone's business

To improve people's quality of life and deliver high quality services to such a diverse range of individuals requires a joined-up approach. As a city we are committed to planning for these changes and to building a better life for older people in Newcastle. We want the support of all people living in the City, young and old, in this enterprise.

Sign up by member of the Project Board and/or Quality of Life Programme Board to commit to implementation/monitoring/review of strategy?

Growing older in Newcastle

There are three main reasons why a Quality of Life Strategy for an Ageing Population is needed for Newcastle now.

The population is ageing and changing – we need to plan for it

The population in Newcastle and across England is ageing and will continue to do so. In Newcastle:

- we already have 82,900¹ people aged 50+.
- according to Office of National Statistics projections, the number of people aged 65-74 will grow by a third between 2008-28².
- by 2028 we expect a 57% increase in the city of people aged 85+³. By the same date people over 65 will outnumber those 19 and under for the first time ever.
- the older population will become more diverse and with a growing number of black and minority ethnic (BME) older people. Already the number and percentage of people in these communities aged 65+ has grown from 500 (0.67%) in 1991 to 940 (2.2%) in 2006

¹ www.newcastle.gov.uk – statistics based on Census 2001 – Office of National Statistics

² Office of National Statistics 2004 based sub national population projections

³ Office of National Statistics 2004 based sub national population projections

- Newcastle has a relatively high proportion of people with a disability and this is expected to increase in line with an ageing population.
- 62.9% of pensioner households contain at least one person with a limiting long-term illness compared with a national average of 56.2%⁴.

Further information about the characteristics of Newcastle's older population is given in the profile in Appendix 1.

The challenge is not just about numbers of older people; it is also about the imaginative and creative ways in which we respond, as individuals and as a society, to longevity.

We need to plan for this changing picture by recognising the resource that a growing older population represents by encouraging and supporting their contribution, developing new services which promote healthy ageing and support inter-dependence as well as developing health and social care services and housing which can respond to increased demand.

Older people themselves are changing

Generally speaking, older people are now better educated and are living longer, healthier lives. Some are quite affluent, whilst others struggle financially.

The aspirations of older people are changing rapidly as more and more people are living longer. Older people:

- increasingly have higher lifestyle expectations.
- have diverse needs and views about what is important to them.
- are looking for range of high-quality services which help to maintain their health and well-being.
- want to remain independent for as long as possible and have choice, control and continuity in their lives.

⁴ Census 2001 – Office of National Statistics (Housing Strategy Evidence Base)

- are seeking more opportunities to contribute to society and to feel valued for what they do.
- want much more flexibility and choice between full-time work and full-time retirement.

Older people in Newcastle addressing the challenge

In Newcastle there are a number of different ways in which older people are working to ensure that they have a voice. This may be through formal structures, such as ward committees, Tenants and Residents Associations or representation on bodies such as the Local Strategic Partnership or it may be through participation in consultations or projects designed to capture the opinions of older people.

A number of different organisations support older people in having their say, including ward co-ordinators, community development staff from the city council and voluntary organisations, Tenants Federation, Age Concern Newcastle, Community Action on Health and others.

In 2001, older people in the city came together to form a citywide organisation which would give individual older people and older people's organisations a stronger voice in working with agencies to improve the quality of life of older people in the city. This organisation developed into the Elders Council – a membership organisation open to individual older people aged over 50 and older people's organisations in Newcastle upon Tyne. By October 2006 it had a membership of over 1000 older people.

The Elders Council is an example of older people making a contribution, as it is an organisation which talks but also takes action. In addition to the elected Committee, the Elders Council has 8 active working groups based on issues which are of particular concern to older people. Current working groups are:

- Community Safety
- Health and Social Care (led by Action for Health – Senior Citizens in Newcastle)

- Housing
- Learning and Culture
- Older Person Friendly City Centre Group
- Outreach Group
- Readers Group
- Transport

The Elders Council has a close relationship with the Old Spice Drama Group (a sub-group of Action for Health-Senior Citizens in Newcastle), which performs to community groups, conferences and on training courses. The group has an extensive repertoire of songs and sketches on themes ranging from age discrimination to falls prevention.

In 2003 the Elders Council published 'The Way Ahead' – an action plan based on extensive consultation with older people. This was updated in 2005.

The issues raised by older people through the work described above and the on-going work of the Elders Council working groups are incorporated into this strategy. Elders Council Committee and working groups have also held special sessions on the issues and outcomes that older people would like to see incorporated into the Strategy.

The Elders Council, through its outreach programme and other work, is looking to build the network of older people in the city, both formally through enlarging its membership, but also informally through working alongside the wide range of local groups of older people across the city.

A wider network of older people has also contributed to this Strategy through their involvement in the Quality of Life Partnership's Network Event held in November 2006.

National Policy

Government policy is changing. The government is beginning to recognise the impact of an ageing population and is building a more coherent and integrated approach around four key themes:

- The importance of planning for the older population as a whole, not just the 15% of older people who are regular users of health and social care services.
- A recognition of the contribution that older people can make to society, and the need for a focus on quality of life and well-being.
- The need to engage older people as partners and putting decision-making directly in the hands of older people.
- Ensuring that all older people are able to contribute to and be part of society by addressing issues of social exclusion amongst older people.

This is reflected in a range of policy documents (see Appendix 2) and clearly expressed through the inclusion of older people in the Local Area Agreement, and the Comprehensive Performance Assessment requirements to:

- engage older people as partners;
- develop a strategic approach to older people that goes beyond health and social care; and
- ensure that a wide range of services are available that relate to all aspects of older people's lives

Local policy context

The development of this Strategy is being led by Newcastle City Council's Policy and Resources Portfolio and has been endorsed by Adult Social Care and Health Portfolio.

This Strategy links directly to the Local Area Agreement and also relates to a range of other local and regional strategies as shown in Appendix 3.

Section 2: Culture and Principles

Set out below are some of the main methods by which all the partners want to work together to develop this strategy and turn it into action. They reflect the fundamental attitude and culture changes that will be needed in order to move from a situation where ageism and age discrimination are built into the fabric of life, to one where we celebrate older age and value the contribution that older people make to all aspects of our society and across all generations.

Engaging older people as partners

There are three elements to this:

Firstly, engaging older people at every stage, and allowing enough time so that they can contribute in a meaningful way – *‘nothing about us without us’*. This means adopting a proactive approach to social inclusion and diversity.

Secondly, building on the interests and skills of older people so that they can engage in planning the future for themselves, of their neighbourhood and their city.

Thirdly, changing perceptions of older people so that they are encouraged to be contributors to as well as recipients of services.

Mainstreaming

Acting as a catalyst for changing the way mainstream services are delivered to ensure that they meet the needs and aspirations of older people set out in ‘Opportunity Age’ and are focused on delivering the preventive agenda set out in the Adult Social Care Green Paper and Joint White Paper – Our Health, Our Care, Our Say. This means changing the way mainstream services are planned and delivered to ensure that they address the priorities of older people, including socially excluded older people, and ensure that there is no age discrimination in the way they operate. Designated leads in key departments are being identified to lead this process.

Developing the role of the Third Sector

The Third Sector has a key role to play in the development and delivery of this strategy. The Third Sector encompasses a wide range of agencies, from community and voluntary groups, to large and small registered charities, social enterprises and co-operatives. It is very active in Newcastle and valued for its contribution to the local economy and the added value it brings. The roles these agencies play range from providing services, acting as advocates, or facilitating and supporting the contribution of citizens as volunteers or in paid employment, to running local campaigns and lobbying for change. The Third Sector is often a valuable source of innovation, which can help improve the quality of services by shaping service design and by pioneering new approaches that can influence the way services are delivered to older people and local communities.

Newcastle City Council has signed up to a Compact Agreement with the voluntary sector and discussions are underway with the Primary Care Trust to undertake a similar process. This provides a good practice framework for the relationship that statutory agencies have with the voluntary sector.

Knowledge

Building knowledge and understanding of how society is ageing and influencing research and development programmes – for example, the Institute of Ageing and Health at Newcastle University – to address quality of life issues for older people.

Sharing information and examples of good practice which will help us to set priorities and judge whether the strategy is making a difference to the lives of older people in Newcastle.


Adopting an enabling 'can-do' service culture

A culture change is required which puts older people in the driving seat as active citizens rather than as passive 'service users'. Staff from all agencies therefore need to adopt a 'can do' culture, to be facilitators, and to help older people to get the information and services they need. Even if it is not the service or product they are

directly responsible for, staff should be prepared to advise an older person where they can get the information, advice or service from.

Partners taking responsibility and showing leadership

Each partner takes responsibility and shows leadership in delivering their contribution to planning for an ageing population, whilst also recognising that they have a role to play in supporting delivery of the overall vision and aims of the strategy.



Section 3: Aims and Outcomes

Overarching Aim

The vision for Newcastle set out in the Sustainable Communities Strategy is that it will be a vibrant, inclusive, safe, sustainable and modern European city, which builds on its heritage and culture and improves the quality of life of all its citizens.

The Strategy for Older People and an Ageing Population has a key role to play in achieving this vision. The overarching aim of the Strategy is **to improve the quality of life of older people in Newcastle.**

In sections 1 and 2 we have set out why Newcastle needs a strategy for an ageing population and what issues it needs to address. In this chapter we look in more detail at what the strategy should aim to achieve.

This section is organised around an ‘outcomes framework’ (see Fig. 3 on next page) which brings together all the elements of the strategy into one place. It identifies 5 overall outcomes for the strategy: in 10 years’ time we aim to have a city where older people are able to:

- **make a positive contribution (active citizens);**
- **access information, advice and advocacy;**
- **have physical and mental health and well-being;**
- **enjoy older person friendly environments; and**
- **be financially and materially secure.**

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.

Fig. 3 - Newcastle Quality of Life Strategy for Older People and an Ageing Population: Outcomes Framework

OVERALL AIM: To improve the Quality Of Life of Older People in Newcastle														
Outcomes	Aims	1 Making a positive contribution (active citizens)			2 Accessing information, advice and advocacy	3 Physical and mental health and well-being				4 Enjoying older person friendly environments			5 Financially and materially secure	
	Outcomes	1a Older people are engaged in decision making	1b Older people are contributing to community life	1c Older people are respected and valued and free from discrimination	2a Older people have access to information, advice, advocacy	3a Older people will be physically mentally and emotionally healthy	3b Older people and carers access a range of health and care services	3c Older people will have good social networks	3d Older people have access to practical services which promote independence	4a Older people will feel safe in their homes and communities	4b Older people have decent accommodation in older person friendly neighbourhoods	4c Older people can get out and about easily	5a Older people have the opportunity to prepare for retirement	5b Older people have the opportunity to work
	Delivery	Mainstream services meet the needs and aspirations of older people Effective leadership to deliver the strategy Communicating and promoting the strategy Promoting positive images of older people Reviewing and updating the strategy												

This is a 10-year strategy with a 3-year action plan, which will be regularly reviewed and monitored.

The ways in which we aim to achieve these outcomes over the next 3 years are set out within the document and summarised in the Action Plan in Section 5.

Finding your way round Section 3

. To help you find the part you want we have signposted it in a number of ways.

- Each outcome and aim is numbered. That numbering is repeated in the text.
- Each aim and outcome starts on a new page.
- In the outcomes framework each outcome and aim is colour-coded. The heading for the relevant section is highlighted with the same colour.

We recognize that using colour in this way will make it more difficult for some people to read the outcomes framework. The colour can usually be removed quite easily when the document is printed so that it comes out in black and white. A larger version (A3 size) of the outcomes framework is also available for improved readability.

Aim 1

Making a positive contribution (active citizens)

This aim has the following outcomes which are colour-coded as follows:

Outcome 1a Older people are engaged in decision-making

Outcome 1b Older people are contributing to community life

Outcome 1c Older people are respected and valued and free from discrimination

'independent, not a liability – treated with respect, treated as an asset'

To enable older people to play a full part as active citizens so that they are able to participate and contribute to their community and to get involved in policy development and decision-making.

Context

Increasingly public services are being required to engage citizens in the design, development, delivery and evaluation of their services. 'The voice of older people needs to be heard as part of wider consultative processes. They need to be involved – and to involve themselves – in decision making' (*Opportunity Age*). This is reinforced by the Local Government White Paper references to changing the way we work to enable citizens and communities to play their part (*Strong and prosperous communities – Local Government White Paper – October 2006*).

Newcastle's vision to be a vibrant, inclusive, safe, sustainable and modern European city can be achieved only by working with people and partners to devolve decision-making and empower individuals and communities to contribute and influence services. Newcastle City Council's Engagement Strategy (www.newcastle.gov.uk/core.nsf/a/engagementstrat) sets out how citizens will be encouraged and supported to do this.

Older people already contribute substantially to local decision-making and are a resource whose talent, experience, knowledge and commitment can be drawn on for the benefit of their peers and the community as a whole.

Outcome 1a Older people are engaged in decision-making

'I want to be active – contributing to community issues for the general well-being of all.'

Issues and priorities

Many older people are willing to give their time to engage in decision-making, providing that the principles and mechanisms used are appropriate and make best use of their time. The Joseph Rowntree Foundation has developed a set of principles for the effective engagement of older people (www.jrf.org.uk/bookshop//ebooks/Briefing01). Engagement needs to be adequately resourced and supported if people are to use their time effectively and be properly informed of the outcome of their efforts.

Where we are now

In Newcastle, for over 15 years, there have been some good models of engagement of older people in decision-making through the work of Action for Health – Senior Citizens in Newcastle, 'a better life in later life' (Newcastle's Better Government for Older People programme), Elders Council of Newcastle and the Quality of Life Partnership.

Newcastle City Council is a Civic Pioneer⁵ authority and has recently published an Engagement Strategy together with a toolkit on how to engage and consult with people effectively. The City Council is also developing stronger processes for including people in decision-making at ward level (www.newcastle.gov.uk/core.nsf/a/wardcoordination). The Elders Council and Quality of Life Partnership are working with ward co-ordination and community development on this.

Newcastle has a broad range of community and voluntary sector organisations, many of which support the engagement of older people. The InfraNet project, which brings together a number of infrastructure organisations including Newcastle Council for Voluntary Services (NCVS)/Regeneration Forum, Community Empowerment Network,

⁵ A Civic Pioneer is a local authority committed to the ethos of community engagement, regarding participatory democracy not as a threat to or a substitute for, but a vital complement to representative democracy. www.togetherwecan.info/pioneers

East End Community Development Alliance and West End Community Development Consortium, is being developed to ensure a wider and more strategic approach to voluntary sector and community sector involvement in the Newcastle Partnership. Community Action on Health leads on the involvement of the community in health issues. There are also specialist groups which support particular communities of interest e.g. Deaflink; Black and Minority Ethnic Forum.

Older people are often the bedrock of community activity through their engagement in ward committees, Tenants and Residents Associations, community associations etc. However, it is often the same few key people who support this activity and the responsibility and opportunity for engagement needs to be extended to a wider group of older people.

There is scope for developing good models of engaging older people in decision-making within other partner agencies e.g. Nexus; Health and social care planning structures for older people.

Riverboat

The riverboat trip was organised as part of Search's work with the West End Community Development Consortium to engage older people in planning and decision-making processes. It provided a perfect opportunity to combine a consultation exercise with providing an enjoyable outing. A trip along the Tyne was chosen because it allowed participants to see at first hand the transformation that had taken place along the riverside in terms of housing and industrial change. Expert commentary provided information on the changes and stimulated people's thinking about regeneration. Initial consultation with local residents had indicated that it would be a popular trip, and so it proved, with about a hundred older people signing up for it.

A further benefit of going on a riverboat was that it meant a captive audience. The consultation took place on the way back upriver, during and after lunch. People had been made aware of the purpose of the trip, and were willing and enthusiastic participants in the consultation. The response rate was 100%, which is quite impressive for any survey. Two separate consultation exercises were carried out. Residents of the Benwell area were consulted about their use of and views about their local library building, in order to inform current plans for a new Customer Service Centre. Other people were interviewed about their

experience of children's play – from the point of views of themselves, their children and their grandchildren – as part of a consultation exercise about local play facilities and needs. The findings of both these consultations were incorporated into reports intended to influence future provision in the west end.

Actions

The work of building the voice of older people will be strengthened by:

- ward co-ordination and community development working with the Elders Council and others to engage with a more diverse range of older people;
- continuing to develop innovative approaches to engaging citizens e.g. arts and intergenerational projects;
- linking into networks of agencies which support the engagement of local citizens e.g. InfraNet;
- bringing young and old together to learn about citizenship and democratic process as part of Local Democracy Week;
- working with existing networks e.g. Community Action on Health, Infranet, to ensure that older people have a voice in them.

Outcome 1b Older people are contributing to community life

Supporting older people's contribution

Issues and priorities

Older people contribute to community life in a myriad number of ways – as carers, grandparents, volunteers, employees, employers, mentors, peer-educators to mention but a few. Older people need to be valued for this contribution, which is so important to building stronger communities. Just as having a job can be significant in building a person's sense of identity and social networks, so the role that older people play in contributing to community life should be equally acknowledged and supported.

My Hats

- 1 Mam, grandma, gran
- 2 Housekeeper
- 3 Cook
- 4 Childminder
- 5 Volunteer
- 6 Chairperson
- 7 Bingo caller
- 8 Organiser
- 9 Friend

These hats and many more besides are worn daily by mothers and grandmothers in all walks of life.

God put me on this earth to finish a certain number of projects. Right now I am so far behind I will never die.

Elsie Marshall

There is an increasing need for older people to give their time and skills to sustaining a range of activities which are vital to their peers and younger generations. For example, members of the University of

the Third Age providing opportunities for learning together; older people organising community groups; volunteers working on handyperson and gardening schemes; being a befriender or buddy for people who have become social isolated; supporting children in schools with basic skills; being a member of a time bank and, increasingly, providing childcare to enable younger family members to take up or keep employment.

It is important to provide ongoing and trusted supports to this contribution. Very often, the organisations which support this work come and go as policies change and funding sources change, and, despite good work, fail to influence long-term developments. There is a need for well-informed networks of support agencies with access to flexible funding at community level to stimulate and support this activity.

Good transport provision is key to enabling older people to sustain their involvement in community life and is particularly significant in enabling more frail older people to get involved in activity. Accessible public transport and a range of community transport options (e.g. TaxiLink and LinkUp) are key to addressing this issue. Better partnership working between transport planners/providers and agencies working with older people is needed (see section 4c below).

Denton Park House – Tenants Group

Denton Park House has a family feel to it and this is in part due to the efforts of their tenants group. A committee was set up and has worked very hard to improve the quality of life for residents in the building. They keep a friendly eye on one another and try to make sure everyone is included in activities and outings.

Tenants have improved the environment around their building. Working closely with Your Homes Newcastle and Newcastle City Council, they succeeded in having a space at the back of the building covered in tarmac, making a patio area and improving the foyer, but have their eyes set on creating a community space within the house for meetings and get-togethers.

They have also raised £4,080 themselves by holding table top sales, running a weekly lottery draw, holding raffles, and through donations

from tenants. They are also successful in raising money from grants. To date, a total of £6,622 has been raised in grants from funders including the Denton Ward Committee, Community Foundation, veterans Reunited, U Decide (Participatory Budgeting in Newcastle) and Newcastle Tenants Federation.

The group is playing an important role in the development of an older people's forum in Denton, which brings together representatives from a range of different older people's groups in the area.

The Ward Co-ordinator and representatives from the Tenants Federation are a valuable source of support for the group.

Where we are now

There is a considerable amount of activity supported by older people in the community. Older people have welcomed opportunities to share and celebrate what they do, linked to finding out more about access to support and funding.

The strengthening of networks of voluntary, community and statutory agencies offers scope for providing more consistent local support for older people to contribute to local communities.

The trend towards making more money available to local communities through ward committees and community chests, as well as new approaches such as participatory budgeting, offer opportunities for older people to access local resources to support their activities.

There are models of good practice for supporting and encouraging volunteering (e.g., Volunteer Bureau; Age Concern Newcastle; Search Project; Dementia Care Partnership). There is scope for taking a fresh look at volunteering to match the changing aspirations and needs of older people (e.g., time banks; role of older volunteers in delivery of low level support services).

A network of befriending agencies has been established to share good practice and develop a toolkit for befriending volunteers focused on encouraging inter-dependence rather than dependence. This work needs more resources to develop into a strong network.

There are good examples of intergenerational projects, but there is greater scope for development through links between the Quality of Life Partnership, the Children and Young People's Partnership and schools in particular in relation to citizenship and building stronger communities.

The Magic Patchwork

The Magic Patchwork is a children's book produced by writer Mary Lowe and frailer older people who attend a day service at St Silas Church in Byker, supported by Age Concern Newcastle. The book contains illustrations, vignettes and stories produced whilst Mary was in residence in 2005.

As a follow-up to the publication a series of workshops were run in local primary schools. These were facilitated by Mary and introduced local older people to 9- and 10-year-olds; they shared their experiences of growing up and the techniques that had produced the publication. For many of the children it was their first experience of meeting older people in their 80s and the knowledge and experience they shared was met with excitement and rapture. The reception from the teaching staff was equally enthusiastic.

A grant from Neighbourhood Renewal Fund has been awarded to explore further intergenerational links with the centre and local schools such as a pen pal scheme.

Actions

A range of approaches are needed to encourage and support the contribution of older people to the community:

- More recognition of the importance of infrastructure organisations which support older people's contribution and investment in their sustainability.
- More opportunities for networking between older people's groups and support agencies to celebrate achievements, share information and become more effective in accessing resources.

- Information NOW (Newcastle's Older People's Website) has the potential to be a key mechanism for raising awareness of older people and staff in health, housing and social care about a range of community activity, and encourage signposting (see Section 2 below).
- Development of innovative approaches to volunteering/befriending to match changing needs, aspirations and different cultures, and ensuring the resources to support them.
- Develop links between the Quality of Life Partnership, Children and Young People's Partnership, local voluntary and community groups and schools to encourage and support more intergenerational projects.
- Work with Nexus to improve communication about changes in transport provision for older people and make best use of provision across the system (see Section 4c below).

Outcome 1c Older people are respected and valued and free from discrimination

Issues and priorities

The images we hold of older people can range from negative stereotypes, through to poor attitudes and ultimately discrimination in provision of goods and services. All of these have a negative impact on the lives of older people.

Where we are now

Images of older people

Older people are often portrayed in the media either as victims or heroes. The prospect of an ageing population is often referred to as a 'demographic timebomb' with the assumption that older people are a burden to be carried. The National Union of Journalists has recently published guidelines on reporting age, which can be used as a tool to ensure that the reporting of older people is more positive.

We need to present a more balanced view of older people, who are often the backbone of our family and community life, by developing better links with the media to improve coverage of older people in the press and on television and to ensure greater coverage of issues which are important to older people.

Attitudes to older people

Older people often express frustration at either being patronised or finding little understanding of some aspects of ageing such as memory or sensory loss or loss of mobility.

A campaign to safeguard dignity in care has been launched by the Department of Health and is one of the main themes of 'A New Ambition for Old Age' (www.dh.gov.uk). Understanding what dignity in care means to older people is an essential part of this campaign.

Perceptions of older people and attitudes towards them change when people have the opportunity to see the world from the perspective of older people. Training courses provided by older people and carers

have proved particularly effective in improving staff attitudes in health and social care services. The training courses provided by the Old Spice drama group are an example of this.

Age discrimination

New legislation introduced in October 2006 makes age discrimination in the workplace unlawful, but many older people experience discrimination in accessing other goods and services e.g. travel insurance; banking.

As part of the National Service Framework for Older People, a major review of health and social care services was undertaken to root out age discrimination from policies and practice in health and social care services. This will continue to be monitored by the Older People's Local Implementation Team (formerly Newcastle's Strategic Planning and Implementation Group).

Newcastle City Council is committed to achieving the top level (Level 5) of the national Equality Standard for Local Government by June 2007. The Equality Standard is a framework designed to identify discrimination in services, policy-making and employment and sets out a process that seeks to remove it. Newcastle City Council is presently verifying level 3 attainment.

Newcastle City Council is preparing its first Social Inclusion Strategy and older people will be involved in this work.

The Elders Council has started to review older people's experiences of discrimination in goods and services by conducting a survey of older people's experiences of obtaining travel insurance. This information is being shared locally and nationally as a contribution to campaigns to redress age discrimination in services. This model can be applied to a range of services.

Actions

- To carry out an audit of coverage of older people in the media and actively seek links with media to improve this.
- To build on existing courses and develop more training courses delivered by older people and carers.

- To develop the Elders Council model and other tested models of conducting surveys of members to gather evidence of age discrimination in services.
- To monitor whether age discrimination is evident in a range of policies and services e.g. by applying an Age Proofing Toolkit such as the ones developed by Age Concern England and Peter Fletcher Associates.
- To work with Newcastle City Council to achieve level 4 of the Equality Standard for Local Government.
- To develop intergenerational work linked to social inclusion and community cohesion.

Aim 2

Accessing information, advice and advocacy

This aim has the following outcome, which is colour coded as follows:

Outcome 2a – Older people have access to information, advice and advocacy

To ensure that older people have access to information, advice, and advocacy services so that they can remain independent and make meaningful choices.

Context

As policies and services move increasingly towards offering people choice, access to good-quality information, advice and advocacy services are key to enabling older people and carers to stay in control of their lives and to make informed choices about the options available to them.

Outcome 2a – Older people have access to information, advice and advocacy

Issues and priorities

'If only I had known that...'

'He knew he should be getting some help, but he didn't know how to go about it. He thinks people are entitled to get help, but ... he wouldn't know where to go' (Male 69).

[Source: 'It makes a huge difference' Evaluating welfare rights advice for ethnic minority older people in Newcastle upon Tyne.]

There is a huge range of information available, but for it to be useful, people need to access it at the right time and in the right format.

The ways in which people access information is changing rapidly. The internet is now a major source of information and increasingly older people are accessing the internet, either at home or through support organisations.⁶ It also needs to be recognised that not all older people have, or want, access to the internet, and that other information routes are needed alongside.

The way in which services are delivered is constantly changing so that older people often do not know where to go for information, particularly when they are faced with making important decisions about their future. This is particularly important when older people and their carers may be faced with making very significant decisions in a crisis e.g. a move to residential or nursing care.

The amount of information and support needed varies between individuals. For some, it is sufficient to receive clear information, but others need support to think through decisions or to interface with service providers.

Well-informed front line staff can play a key role in helping older people to access timely information. This is particularly important for people who are less able to get out and about.

A network of advice and information services can provide an excellent source of information about how the system is working for older people based around the nature of the enquiries they receive. This can be drawn upon to provide valuable information for service planning.

Where we are now

Quality of Life Partnership has responded to the need for information by developing Information NOW (Newcastle's Older People's Website). This comprehensive information resource is being developed with older people and is written from their perspective. The project acknowledges that not all older people have access to a computer and is working with an extensive network of front-line staff from services such as advice and information, libraries, health and social care to ensure that they assist older people in accessing the information they need.

⁶ One in five over 65s has the internet at home. Nearly one third use the internet for transactions (e.g. banking, shopping). Media Literacy Audit (Ofcom) www.ofcom.org.uk

Mainstream services are also changing the way in which they provide information and advice. For example, Newcastle City Council is developing Customer Service Centres where the general public can access a range of services and information from the council and other public services under one roof. Your Homes Newcastle is expanding its advice and information service to include a hospital discharge service and to gradually broaden its service to cover all tenures. Your Homes Newcastle's choice-based lettings service (Your Choice Homes) offers better access to information about rented housing, including some Registered Social Landlord property.

Newcastle City Council's Welfare Rights Service and welfare rights officers within voluntary organisations provide advice and support to enable older people to access the benefits they are entitled to. The Pension Service also offers a range of information and advice, including outreach sessions in the community, to improve take-up. Despite this, many older people still do not access the benefits they are entitled to – lack of information, bureaucracy, intrusion into private affairs are just some of the reasons for this.

There are a range of advice and information services in the city, such as Citizens Advice and some specialist advice and information services for older people and carers such as those provided by Age Concern Newcastle (citywide), Search Project (inner west), and Newcastle Carers Centre. However, with the increasing emphasis on independence and choice, the current provision of advice, information and advocacy services for older people is inadequate.

For example, older people need good advice and support when making important decisions about housing. The decision to stay put or move on is complex. There is a need for a comprehensive advice service which offers advice and support with repairs, maintenance and adaptations and how to finance them, through to discussing whether to move, where to and the process of moving. Elements of this service exist within Newcastle, but a more comprehensive service is needed, with the capacity for one-to-one sessions.

Other specialist services are also needed to meet the needs of particular groups. For example, the introduction of the Mental Incapacity Bill in April 2007 will also increase the demand for specialist advocates.

The quality of written information is also key to ensuring that older people can easily understand what services are available and how to access them. The Elders Council Readers Group provides a service to agencies by commenting on information leaflets from the perspective of older people.

Actions

- Continue the development of Information NOW as a key information resource for older people.
- Develop a network of agencies which use Information NOW as a resource and provide information to keep it up to date.
- Develop the skills of front-line staff and older people as signposters.
- Develop information hubs in community settings e.g. libraries; community centres.
- Incorporate Information NOW into older people's IT training courses (e.g. Age Concern; Newcastle Society for Blind People).
- Develop a strategic forum for older people's advice and information to identify ways to fill key gaps in service e.g. advocacy (both citizen and case advocacy) and housing advice services.

Aim 3

Physical and mental health and well-being

This aim has the following outcomes, which are colour coded as follows:

Outcome 3a Older people and carers access a range of preventive services which enable them to stay physically, mentally and emotionally healthy

Outcome 3b Older people and carers access a range of good quality health and social care services

Outcome 3c Older people will have good social networks

Outcome 3d Older people have access to practical services which promote independence

To ensure that older people have equal access to a full range of services to maintain physical and mental health and well-being and receive the most effective support from the care system if required.

Context

Newcastle is one of the most deprived areas, and has some of the poorest health in the country (Index of Multiple Deprivation score 20, ODPM):

- 46.9% of people aged 50+ have a limiting long-term illness⁷.
- 25.5% of people aged 50+ report that they are not in good health (self assessed)⁸.
- Based on current demographic trends the number of people who are over 80 will increase. Dementia prevalence rates indicate that 1 in 5 people in this age group will have dementia⁹.

⁷ Census 2001 – Office of National Statistics

⁸ Census 2001 – Office of National Statistics

⁹ Office of National Statistics 2001

- Newcastle has increasing numbers of people with complex physical and learning disabilities who are living longer, with increased expectations in relation to levels of support.
- In 2005-6 11% of all adults aged 65+, 17% of adults aged 75+ and 40% of adults aged 85+ received services commissioned by Adult Social Services¹⁰.
- Carers need support to enable them to continue their valuable caring role. 7324 people aged 50+ provide between 1-19 hours of unpaid care per week and 3279 provide care for more than 50 hours per week¹¹.

There is strong evidence that physical activity, healthy eating, learning opportunities and social activity have a significant impact on the health and well-being of older people at any stage in their lives, and can reduce demand on health and social care services¹². Increasing policy documents including Choosing Health, Opportunity Age, Sure Start for Older People and the National Service Framework for Older People highlight the need for a focus on prevention.

However, it is not just an issue of promoting good physical health and well-being. Keeping older people 'mentally healthy' is just as vital. Taking up new learning and cultural interests in later life is important because it is satisfying and beneficial to older people's health and well-being. It gives older people opportunities to use their time productively and enjoy social contact. It enables them to acquire new knowledge in the face of a rapidly changing society and to gain the education and skills to adjust their lifestyles to make the most of opportunities to ensure a healthy and comfortable older age. Ultimately, learning helps people to stay active and reduces dependency on health and social care.

It is particularly important to recognise that ALL older people, not just the most active, need to be able to access these opportunities, in particular people who through sensory or mobility loss or mental health problems are less able to get out and about or take part in activities.

When people do need health and social care services, they are seeking more choice, and more control over and better access to

¹⁰ Newcastle Social Services

¹¹ Census 2001 – Office of National Statistics

¹² The evidence base for preventive services. Age Concern England Research Briefing

person-centred community-based health services. In particular older people need access to appropriate treatment and support in managing long-term conditions independently. These aspirations are reflected in the Health and Social Care White Paper 'Our health, our care, our say'.

Research into ageing is key to enabling us to understand the process of ageing and the causes of some of the common diseases of older age and how they might be prevented.

Outcome 3a Older people and carers access a range of preventive services which enable them to stay physically, mentally and emotionally healthy

Issues and priorities

Older people and carers are interested in looking after their own health and well-being when provided with the appropriate opportunities:

- Information and advice
- Access to health education and health checks
- Choice of activity and learning opportunities provided by tutors with an understanding of working with older people, at appropriate cost and which include an opportunity to socialise
- Continuity of activities which are tried and tested and work well
- Access to cultural activities – both mainstream and targeted activity (e.g. Silver Screen at Tyneside Cinema), and opportunities to participate in cultural activity (e.g. Limelighters at Theatre Royal; arts projects)
- Transport, which is a very significant barrier for frailer and less mobile older people

It is particularly important to recognise that ALL older people, not just the most active, need to be able to access these opportunities, in particular people who through sensory or mobility loss or mental health problems are less able to get out and about or take part in activities.

It is important to work with agencies that have specialist knowledge of particular client groups (e.g. people with dementia or sight loss) to ensure that their client groups are able to access leisure, educational and cultural resources, either in specialist settings or as part of general provision.

Having a spiritual life is very important to some older people. Religious networks often play a very significant role in older people's lives and are also a hub for wider community activity and support.

Agencies that are in contact with older people (e.g. GP Practices, sheltered housing, residential care homes) have a responsibility to encourage, motivate and signpost older people to local activities or to provide activity within housing or care settings.

Where we are now

There is a good infrastructure which promotes and supports older people to adopt healthy lifestyles. For example:

- The Quality of Life Partnership's Active Ageing Group, which supports a broad range of activity and has piloted a number of successful initiatives to encourage older people to adopt healthier lifestyles.
- The Wellbeing and Health Partnership and the Health Improvement Strategy ([weblink to be inserted when available](#)).
- The Elders Council Learning and Culture Group, which has a particular interest in ensuring that older people continue to have access to a wide range of learning opportunities and ways to engage in the cultural life of the city.
- Age Concern Newcastle provides a wide range of activities and courses to over 1000 older people per week and also runs a very popular café offering healthy food.
- Dementia Care Partnership offers activities with specialist support but also provides a gym, activity groups and a healthy-eating cafe open to the wider community.
- A number of voluntary organisations which support activities within specialist groups e.g. Newcastle Society for Blind People or within particular geographical areas e.g. Search Project.
- The Leisure, Pleasure and Learning group has worked over several years to promote and support activity in residential care homes, by taking a variety of approaches from training of care staff to direct support for activity co-ordinators. Generally speaking, provision of activity within care homes is not given high priority, but is very important to the quality of life of residents.

Learning and Culture

The position of older learners has been adversely affected by changes in the Learning and Skills Council funding priorities towards a narrow focus on the development of skills for employment. This change is having a significant impact on learning for leisure and personal development both in terms of the range of courses available, and in the style and cost of provision.

This situation will be exacerbated by the consequences of the Age Discrimination Act, which will mean that people aged 60+ are no longer offered discounts on fees for adult learning classes.

Through the work of its Learning and Culture Group, the Elders Council has developed a body of knowledge on what older people are seeking from lifelong learning. The Quality of Life Partnership and the Elders Council are working with Newcastle City Council's Adult Learning, Leisure Services and the Learning and Skills Council and other partners to safeguard provision for older learners in this changing environment.

There is scope for developing a Later Life Curriculum based on topics which are of interest to older people e.g. Positive Ageing (a health education course piloted by the Active Ageing group); maintaining your home and garden; financial literacy (incorporating information about new financial products for housing such as equity release or property appreciation loans); volunteering; or self-employment.

Newcastle City Council Arts Team supports a range of arts activity with older people across the city, ranging from major projects such as those carried out at The Grange Day Centre (www.grangearts.org.uk) to smaller, community-based activity giving older people opportunities to try out different art forms.

Physical Activity

There is a range of health-related exercise and health promotion programmes in the city.

The Physical Activity Team works across the city to develop programmes which encourage sedentary people to take up exercise which they can fit into their daily lives e.g. walking. A comprehensive

programme for walking groups is now established, together with information materials on walks in local neighbourhoods.

There are also a number of specific health-related programmes such as exercise referral, cardiac rehabilitation, specialist weight managements, diabetes and stroke groups.

Many of Newcastle City Council's Leisure Centres offer sessions for people aged 50+ but there is scope to expand this provision. The recent appointment of lifestyle co-ordinators in all Newcastle City Council Leisure facilities provides new opportunities to take this forward.

Many voluntary organisations provide activity sessions for older people. For example, Age Concern Newcastle offers a wide range of physical activity sessions at their central location in MEA House, ranging from different types of dance to keep fit.

It is difficult to engage men in many of the activities which are provided, but there has been some success with exercise and gym sessions targeted specifically at men. Search Project has also been successful in piloting a fishing group for men, which has appealed to men of all ages.

As part of the 2006 Year of Exercise and Sport, the Quality of Life Partnership hosted Senior Games Week with a range of high profile events for older people. Some of these events can be built on with a greater emphasis on encouraging harder-to-reach groups to take part. Examples of possible future activities include a Walking Week; Cycling Week; Older People's Dance Day at Dance City.

Information and access

Information NOW includes a comprehensive health section with information on health education. It also includes a local activities section which will expand as Information NOW develops. The promotion of activities and health education is often a key component of older people's events and information days.

It is increasingly important that we build exercise into our daily routines and that our environment encourages and supports us to do this, with

more opportunities for walking and cycling safely. The Local Development Framework includes an aim to maintain and improve access to open spaces for outdoor recreation, both formal and informal and to develop more pedestrian-friendly routes. Community facilities such as community centres, libraries and sheltered housing complexes, with good access and facilities, are also important venues or hubs in which activities can take place.

Allotments are good for your health

Allotments are an extremely valuable recreational and leisure asset. Working an allotment offers healthy physical recreation for gardeners, and is increasingly recognised for its therapeutic value. It encourages people to eat seasonal fresh vegetables and fruit, which is both healthy and economical. Allotment gardening brings people from different ages together around a common interest, fostering the sharing of knowledge and expertise and many allotment sites are linked to schools, providing the basis for education projects. It can bring wider benefits – committee membership, allotment management, organising shows, community days and fairs.

Dedication also brings personal satisfaction and some financial gain – Elders Council member John Reid won 76 prizes and a Champion Gardener Shield in allotment shows in 2006, winning him £160 cash to invest in next year's plants. A Chinese older people's lunch club regularly enjoys the produce from his allotment.

Many of the activities currently provided in these settings are organised by voluntary or community groups. The cost of the individual activities is small in comparison to the benefits they bring. However, changes in funding mean that it is currently hard to find the resources to sustain some of this important activity. A model for distributing funding at local level similar to the Healthworks' 'Activities for Health' model or the Year of Exercise and Sport grants through ward committees provided an effective mechanism for supporting community-based activity.

Actions

- To work with partners to find ways of sustaining voluntary and community sector infrastructure through which learning opportunities and activities for older people can be supported and provided.
- To develop a good practice guide on working with older learners for adult education providers.
- To develop an older learners' model which removes barriers to current participation by providing tasters, flexible programmes, peer education (e.g. U3A model).
- Developing a 'life in older age' curriculum including modules on topics such health and lifestyle; housing; finance; volunteering; self-employment – which can form part of both pre- and post-retirement courses.
- Continue to develop the Active Ageing group to lead on aspects of the delivery of the Healthy Ageing programme of the National Service Framework for Older People.
- Ensure that staff working with sports and leisure providers are appropriately trained by working with SkillsActive.
- Develop 50+ clubs in Newcastle City Council Leisure Centres, community centres and in Your Homes Newcastle sheltered housing complexes.
- Build on the knowledge and expertise of agencies with specialist knowledge of particular conditions (e.g. sight loss; dementia) to inform development of general provision.
- Develop better links with religious groups.
- Work with care homes network to promote activity in care homes.
- Work with Newcastle City Council's Arts Team to enable more older people to take part in arts and cultural activity, and explore intergenerational opportunities.
- Hold high-profile events e.g. Walking Week to promote activity to harder-to-reach groups.
- Build on Information NOW to include information for community groups on access to funding; tutors; and an ideas bank.
- Involvement with development of the Local Development Framework policies and standards.

Outcome 3b Older people and carers access a range of good-quality health and social care services

Issues and priorities

Health and social care services face a particular challenge in meeting the expectations of a growing and changing older population. In Newcastle, this does present particular issues because of the high level of single pensioner households (39.7% of people aged 65+)¹³, often on low income and without resident family support, coupled with high levels of poor health.

The White Paper '*Our Health, Our Care, Our Say*' sets a particular direction with a shift towards prevention and earlier intervention, choice and personalised services which promote independence, more support for people with long-term conditions and improved access to community services.

Investment in prevention (see Section 3a above) is particularly important in helping to reduce demand on health and social care services.

Where we are now

Newcastle Social Services, Newcastle Primary Care Trust, Newcastle upon Tyne Hospitals Trust and Northumberland Tyne and Wear Trust (which provides mental health services) have established a new governance structure for older people's services in Newcastle. This will ensure the implementation of legislation, policies and guidelines relevant to older people and through working in partnership with agencies and stakeholders ensure the best possible services for older people in Newcastle. Older people and carers will be a part of this structure through the Older People's Local Implementation Team, which has responsibility for monitoring the implementation of the National Service Framework for Older People.

The emerging Joint Commissioning Strategy (Health and Social Care) and Long Term Conditions Strategy provide details on the way in which

¹³ Census 2001 – Office of National Statistics

health and social care services are provided for older people in the city ([weblink tbc](#)).

The Newcastle Carers Strategy and Action Plan was published in March 2006 and sets out how social services, health services and voluntary organisations will develop services over the next 3 years to support carers www.newcastle.gov.uk/core.nsf/a/carersstrategy.

Many people, both men and women, are mistreated or harmed by someone during their lifetime. It is very hard for people who have been harmed to talk about it because they might feel ashamed, embarrassed or think that no-one is going to believe what happened to them. In October 2006 Newcastle's Safeguarding Adults Committee published an interagency policy to address this issue. (www.newcastle.gov.uk/core.nsf/a/adultsprotect). A major training programme is being developed for staff in all agencies, as well as an awareness-raising programme for older people and carers.

Newcastle is uniquely placed at the forefront of research into ageing through the Institute for Ageing and Health (University of Newcastle) (www.ncl.ac.uk/iah) and the University of Northumbria (www.unn.ac.uk).

Actions

- Ensure that there is a continued move from long-term institutional care to the delivery of health and social care and support in local settings which offer greater choice and more control for older people.
- Build on existing rehabilitation and intermediate care services to prevent avoidable admission to hospital and facilitate timely discharge back to a person's own home.
- Ensure that older people receive appropriate hospital treatment when needed and involve the older person in planning for their discharge from hospital so that they receive support. Promote schemes which track people through hospital by their local primary care team.
- Ensure that people with long-term conditions (e.g. diabetes, stroke, high blood pressure or cardiovascular disease) receive information, advice and support which helps them and their

carers to self-manage their conditions and care and support needs.

- Manage the social care market effectively so that there are sufficient services for people who need them which are responsive, flexible and of good quality.
- Invest in new technologies e.g. telecare and telemedicine which help to support older people to live at home and promote their independence and well-being.
- Encourage more older people to consider direct payments and explore the possibilities of individual budgets, supported by the development of brokerage services.
- Recognise the needs of carers and invest in services which support them to continue in their caring role.
- Drive up standards in the social care workforce through investing in staff training and development.
- Provide equipment and adaptations that help older people to live at home longer.
- Ensure the delivery of the vision for older people with mental health problems and 'Everybody's Business'.
- Introduce the new NHS 'Life Check for older people and their carers' to assess their life risks and take steps to make healthier choices.
- Safeguard vulnerable older people through multi-agency policies and procedures which protect older people.
- Encourage the development of research programmes which contribute to the future health and well-being of the population.
- Encourage better communication between academic research, policy-makers, service providers and practitioners.
- Continue to involve older people and carers in planning their packages of care.
- Encourage and support the effective involvement of older people and carers in the Older People's Local Implementation Team, so that they can contribute to the planning of services.

Outcome 3c Older people will have good social networks

Issues and priorities

The English Longitudinal Study on Ageing¹⁴ found that 29% of older people are excluded through lack of social relations and that this increases with age. Older people emphasise the importance of good relationships with family and friends, having a role, feeling useful and being treated with respect as important aspects of quality of life alongside good health and a good home.

The reasons why people become isolated are multiple. For example, retirement when a job has been the main source of social contact and friendships; caring responsibilities; bereavement; low income; declining health; and sensory loss.

Once people start to withdraw, it becomes harder to find the right way to encourage and support them to re-build social contacts. The consequences of withdrawing often lead to depression, ill health and resulting demands on health and care services. It is often difficult to reach out to people in this position, but it is rare for a person not to be in touch with at least one agency in the system. In particular, more isolated older people are likely to be in touch with housing, health and social care services, which, with the right information and networks at their fingertips, could provide the vital link to overcoming social isolation.

There are a number of elements which are critical to enabling people who are socially isolated to link into support networks:

- Information
- Transport
- Design of houses and neighbourhoods (see section 4a below)
- Community hubs providing a range of practical, preventive services
- 'Link people' who can support an individual to build links with the services and activities that are appropriate for them

¹⁴ English Longitudinal Study on Ageing Wave 1

Where we are now

According to the data from the former Office of Deputy Prime Minister's analysis of the English Longitudinal Study of Ageing, Tyne + Wear is one of the four areas in the UK with high levels of loneliness and depression amongst older people – 23% of older people report feeling depressed for much of the last week and 18% report feeling lonely for much of the last week¹⁵.

There is a range of expertise across the system on supporting more isolated older people, particularly in ways which build confidence and greater independence. A network of befriending agencies has been developed through the Quality of Life Partnership to share expertise and develop innovative approaches to befriending.

There are a number of services for older people at risk of isolation, particularly aimed at people who are frailer and less able to get out about. These range from specialist provision such as day clubs organised by Dementia Care Partnership (www.dementiacare.org.uk), through to Lunch and Leisure Clubs organised by voluntary organisations such as Age Concern Newcastle or the Greater Walker Community Trust (www.gwct.org) as well as a range of clubs and lunch groups organised in the community by older people and community groups in community centres and places of worship.

¹⁵ Sure Start for Older People

Mr D is a 76-year-old fiercely independent lady who enjoyed a happy marriage and is proud of her two daughters. She was in the pub trade and took a keen interest in traditional wholesome food. Sadly, following the death of her husband two years ago, her world fell apart. She became depressed, isolating herself socially, neglecting her diet and rapidly losing weight. Residential care was being considered. Her sister, who became the main carer, began to introduce Mrs D to the new Bradbury Centre in Brunswick village, initially with the view to eating in the restaurant. The friendship she built up with the chef resulted in her volunteering to market the new restaurant and assist in other ways. She met other service users and began to join in activities such as music and dancing and also benefited from using the gym. One year on, Mrs D is no longer depressed, is gaining weight, has made several friends and is an active member of both the Bradbury Centre and her local community.

Attending a lunch club or day centre may be the main social contact for an isolated older person. It is therefore very important that the experience is fulfilling and that clubs and day centres are able to access a range of stimulating activities and community resources.

Sharing memories can be a rewarding experience for older people. The Newcastle Community Heritage Project is creating opportunities for older people to document these stories, thereby creating new historical records which can also be a rich source of material for intergenerational projects.

The Library Service provides a Home Delivery Service and mobile library and some branch libraries also organise older people's groups for which transport is provided.

As it develops, Information NOW will provide comprehensive information about local activities and services which can be used by individuals and service providers to signpost people to services.

There are a number of new transport services (e.g. TaxiLink; LinkUP and group travel) being developed which offer the potential for more flexible transport options for frailer older people (see Section 4c below).

Actions

- Develop a strategic approach, through the Older People's Local Implementation Team, to engaging health and social care and other services (such as housing providers and the Pensions Service) in helping to address social isolation.
- Develop the befriending network and explore new approaches to volunteering e.g. time banks; buddying schemes.
- Ensure existing lunch clubs and day centres are seen as part of a spectrum of provision for older people and have equal access to community resources.

Outcome 3d Older people have access to practical services which promote independence

Issues and priorities

Older people are finding it increasingly difficult to get that little bit of help which enables them to retain their independence and quality of life. Pressures on budgets mean that social services can only provide for people with critical and substantial needs, and there is very little available for people who need a little bit of flexible support to enable them to keep going.

Older people are often willing to pay for services, but they need services which they can trust, are reliable and are shaped by older people.

Where these services do exist, they have often been developed in the voluntary sector with time-limited funding. As a result they are often short-lived.

One of the strongest messages from older people both locally and nationally is the importance of these services to older people's quality of life. The recent Joseph Rowntree Foundation 'Older People's Inquiry into That Bit of Help' found that older people value these services, which enable them to retain choice, control and dignity in their lives and to have 'a life worth living'.

Where we are now

In 2002, Peter Fletcher Associates were commissioned to undertake a study into 'that little bit of help' in Newcastle.

The first recommendation from the study was that older people needed better access to information about the services already available in Newcastle. This led to the development of Information NOW (see Section 2 above).

Another recommendation was to develop a register of reliable tradespeople, which led to the development of the Trades Register provided by NewcastleGateshead Staying Put in partnership with the Quality of Life Partnership. Recognising the success of this scheme,

Gateshead Borough Council have now committed to buying into the Trades Register.

This still leaves a number of other services which older people need. There is great demand for a gardening service, shopping services (in particular access to good food), cleaning services and community transport. Some of these services already exist, but often within small geographical areas and with limited resources.

Older people have a very important role to play in developing these services, both advising on how they should be developed but also in giving their time as volunteers or paid employees to delivering the services.

Access to technology is also key to enabling older people to access some of the help they need. Internet-based information services, shopping and banking schemes offer opportunities which will increasingly become acceptable to older people. Contrary to popular belief, many older people have access to computers¹⁶. Whilst technology has an important part to play, older people stress that it should not increase isolation by replacing human contact.

Agencies have a key role to play in recognising the cost-effectiveness of these services and committing to investing in preventive services. This is not simply investing financial resources, but recognising the value of these services as part of a network or hub of services which support older people's independence.

Actions

- To establish a strong, cross-agency working group between key agencies and older people to take forward the development of 'little bit of help' services.
- To find resources across the system to test out a range of sustainable enterprise, voluntary and community sector services which can deliver handy person, shopping, gardening and cleaning services for older people.

¹⁶ www.iabuk.net/en/1/introtoonlineaudience.html 'Over 55s is the fastest growing demographic online, with two in every three of those approaching retirement using the internet.'

Aim 4

Enjoying older person friendly environments

This aim has the following outcomes, which are colour coded as follows:

Outcome 4a Older people will feel safe in their home, their city and their communities

Outcome 4b Older people have decent, appropriate accommodation in older person friendly neighbourhoods

Outcome 4c Older people can get out and about easily

To ensure that older people enjoy older-person friendly environments where they feel safe and secure, can get out and about easily and have access to good local facilities including quality and choice in housing.

Context

A number of factors determine whether a city or a neighbourhood is 'older person friendly'. These include:

- The quality and choice of housing
- Good local parks and open spaces
- The provision of adequate street lighting
- The quality and maintenance of pavements with provision of drop kerbs and paving for people with visual impairments
- Improved road layouts and provision of pedestrian crossings with adequate crossing times
- Developing a network of pedestrian-friendly routes in the City Centre, linking shopping areas, civic spaces, park and gardens
- Developing cycle-friendly routes
- The availability of benches and seating, both in public open spaces and in shopping facilities

- The provision of public toilets
- Easy access to transport
- Easy access to local amenities such as shops, libraries and post offices
- Access to a range of cultural facilities
- Good neighbourhood services e.g. litter and waste collection.

As the population ages, it is becoming increasingly important that we develop accessible cities and neighbourhoods which enable older people to retain independence and control over their lives. This goes beyond the type of housing people are living in, to include the character of the city centre or neighbourhood and planning and provision of a range of local and city centre facilities and services.

Meeting the aspirations of older people also meets the needs of many other groups in society. For example, the provision of low-liner buses with space for wheelchairs and buggies has been of enormous benefit to young mothers. More widespread provision of decent public toilets would also benefit everyone.

The Local Development Framework Core Strategy (www.newcastle.gov.uk/core.nsf/a/corestrat) takes account of many of the issues which are of concern to older people. For example, the City Centre Area Action Plan aims to make the City Centre more open and welcoming to a wider range of people. It promotes new housing in balanced communities with affordable and lifetime homes; citywide access to good-quality, competitive local shopping and the development of parks, open spaces and allotments.

Older people need to be actively involved in contributing to the planning and regeneration of the city centre and local neighbourhoods. They bring knowledge of what works for the present, they care about and bring connections with the past and have aspirations for the future.

Outcome 4a Older people will feel safe in their home, their city and their communities

Issues and priorities

Although statistics from the Residents Survey show that 83% of people feel safe in Newcastle during the day, only 39% feel safe after dark, and there is still a relatively high level of fear of crime amongst older people.

There are a number of different issues which impact on the safety of older people from design of streets and neighbourhoods, sensationalist reports in the media, to bogus callers and scams, anti-social behaviour, fire, falls, and protection from elder abuse.

Where we are now

The Local Development Framework provides for the design of developments to include natural surveillance of public areas, and pedestrian-friendly streets, which are busier and safer for everyone.

Safe Newcastle is the partnership which is leading on community safety issues for the city. The Safe Newcastle Strategy 2005-8 sets out its priorities, many of which relate to the issues of concern to older people e.g. crime and anti-social behaviour (www.newcastle.gov.uk/core.nsf/a/safenewcastle).

The 'party city' image means that many older people do not feel comfortable or safe in the city centre at night. Safe Newcastle's initiatives on Managing the Night Time Economy address many of the issues concerned with binge drinking and anti-social behaviour in the city centre.

Older people welcome schemes which have increased the visible presence of street wardens and police in neighbourhoods. Other agencies also have a role to play in keeping neighbourhoods safe e.g. Neighbourhood Response Managers and Housing Officers.

Neighbourhood Watch Schemes, whether formal or an informal arrangement between neighbours help to build a sense of safety.

The number of ways in which people can report incidents is increasing e.g. Nightwatch; 101 emergency line; anti-social behaviour helpline.

For many older people the Community Care Alarm Service is an important aid to keeping safe by providing immediate access to a mobile warden in the event of accident or illness, but also as a means of checking up on bogus callers.

It is important that older people have information and advice which enables them to keep themselves safe. There are many examples of where this work is being done:

- The Fire Service is proactive in offering advice and information to older people, including Home Risk Assessments.
- A Falls Prevention initiative including older and safer days.
- Bogus caller campaigns e.g. by Help the Aged.
- Old Spice drama group's performances on staying safe and falls prevention.

Actions

- Provide older people with information on staying safe through campaigns and advice and information days.
- Implement Newcastle's Safeguarding Adults policy and procedures across key agencies.

Outcome 4b Older people have decent, appropriate accommodation in older person friendly neighbourhoods

I would like a house for life, in a safe area, near amenities such as shops, the doctor's, buses and a chemist.'

'I would like to live in a mixed community, but I know others who would like to live in a retirement community – we are all different and we want choice.'

Issues and priorities

Most older people live in general housing stock ¹⁷ and their aspirations and needs are similar to those of other groups in the community:

- A home which is in good condition with modern amenities.
- A neighbourhood which is safe, clean and attractive.
- The opportunity to live independently for as long as possible (including appropriate use of assistive technology).
- Good local facilities depending on the requirements of the household e.g. leisure and health facilities, parks, shops and community facilities.
- Having good connections to family and friends, work and social networks.
- Family circumstances and needs.
- Requirements due to lifestyle and religious beliefs¹⁸.

Most older people want to continue to live in their own homes for as long as possible and are therefore seeking quality and choice in housing with flexible support services which enable them to maintain independence.

¹⁷ 90% of people aged x live in general housing stock

¹⁸ Newcastle Housing Strategy

As older people's needs change, so they need good-quality independent advice, information and support to enable them to make the right choices (see Section 2 above).

Although most older people prefer to live in general housing stock, as their needs change, some require adaptations to their existing homes and others seek to move to specialist accommodation (e.g. independent supported living houses; sheltered accommodation; extra care housing). Newcastle has a relatively high proportion of people with a disability (27.3% of households compared with a national average of 15%¹⁹). This is expected to increase with an ageing population, resulting in an increased demand for adapted or specialist housing.

For some people residential care is the most appropriate option. It is important that we ensure that the design of care homes and the quality of services provided give people the best possible chance of living happily and with dignity.

Where we are now

Key plans

Newcastle's Housing Strategy (www.newcastle.gov.uk/core.nsf/a/housingstrat) and the Local Development Framework Core Strategy set out the vision and key outcomes for housing in the city over the next 15 years. All the key priorities in the Housing Strategy impact on older people:

- Offering the homes that people want, which includes a range of new build from larger family houses to 2-bedroom houses, including 500 bungalows.
- Delivering more affordable homes and better mechanisms for people to access housing through the choice-based lettings scheme – Your Choice Homes – and a proposed housing options service.
- Addressing students' housing needs so that the students are housed appropriately and the popularity, character and housing mix of existing residential neighbourhoods are not adversely affected.

¹⁹ Data source

- Delivering high-quality homes by ensuring that private and public housing meets the decent homes standard.
- Delivering sustainable neighbourhoods by ensuring appropriate housing and neighbourhood management is in place and by preserving the distinctive character of different neighbourhoods. The Local Development Framework proposes a character-based approach to design which maintains and enhances local distinctiveness.
- Providing homes for older people and people with disabilities.
- Providing homes for an increasingly diverse population, taking account of the needs of different black and minority ethnic groups.
- Providing homes for vulnerable people and people with support needs such as people at risk of homelessness.

Decent, warm homes

All older people aspire to live in a decent, warm home.

31% of pensioner households rent from Your Homes Newcastle, 7% from other registered social landlords and 6% from private landlords²⁰. Your Homes Newcastle is already undertaking substantial refurbishment of existing council stock and other Registered Social Landlords are working towards a target of bringing homes up to decent homes standard by 2010.

61% of pensioner households are home owners in the city²¹. A high proportion of older households are on a lower income²² and require good advice and information as well as financial assistance if they need to make repairs or adaptations to their homes.

In areas of private housing at risk of decline, Neighbourhood Renewal Assessments are used to appraise the effectiveness of different actions to support long-term sustainability. Action to improve the stock includes external and environmental work to groups of houses. A programme of such improvements is underway in areas of older private

²⁰ Census 2001 Tenure by age.

²¹ Census 2001 Tenure by age

²² 2003 Housing Requirements Study

stock, and being considered for other areas. These group repairs particularly benefit the many older people living in unmodernised and sometimes poorly maintained private rented accommodation.

In relation to individual properties, Anchor Staying Put provides a range of services to help older homeowners with anything from major adaptations to minor repairs. They also manage the Trades Register – a list of reliable, vetted tradespeople. Anchor Staying Put are currently working with Newcastle City Council to develop new financial products to assist older homeowners with repair, maintenance and improvement of their homes. For vulnerable home owners, Newcastle City Council continues to provide support through the Disabled Facilities Grant to fund adaptations, Home Repair Assistance Grants for minor repairs and Home Front Grants for energy efficiency.

To alert older people to the importance of maintaining their homes, a simple framework for the Housing, Health and Safety Rating system is being produced, signposting homeowners to sources of help and advice.

Keeping warm is important to older people's health and well-being. 65% of all fuel poor households are aged 60+²³ and it is particularly important therefore that older people access information and services to help them to keep their homes warm. The Affordable Warmth Strategy (www.newcastle.gov.uk/core.nsf/a/energykeyaimc) and Newcastle Warm Zone initiative (www.newcastle.gov.uk/warmzone) aim to reduce fuel poverty. Many older people do not take advantage of the advice, information and services available through these initiatives, and different approaches are needed to overcome the barriers to take-up.

For future housing developments, the Local Development Framework is proposing higher energy efficiency standards.

Housing choice and maintaining independence

Newcastle City Council is undertaking a study of older people's housing requirements across all tenures up to 2021 in order to better understand the needs of a changing population and to produce a plan to meet requirements.

²³ Newcastle Private Stock Condition Survey 2003

Research is also being undertaken to assess the impact of the predicted increase in the ageing population on housing services to produce a plan to address these jointly with housing, health and social care agencies.

To ensure that housing is planned to meet the changing needs of households, Newcastle City Council, working with its partners in the private sector and with Registered Social Landlords, will:

- adopt a policy to apply Lifetime Homes Standards appropriately in housing development briefs;
- develop an improved approach to the provision of adaptations;
- address the estimated shortfall of adapted homes and purpose-built homes through a combination of new build and a better match between households and existing adapted homes.

A review of the council's sheltered housing stock has been carried out. The review's findings will inform decision-making on the future of the stock, both in the context of the provision of sheltered housing of all tenures across the city, and also the range of possible uses for the existing council stock.

The development of Extra Care Housing provides an alternative to institutional care for older people. Newcastle opened its first extra care sheltered housing scheme in June 2006 and another will be developed in 2008/9.

The Supporting People Strategy (05/6-09/10) (www.newcastle.gov.uk/supportingpeople) aims to enable everyone who can to live independently in the community, supported by appropriate, reliable services which promote security and stability. Older People are a key client group within this strategy. The type of services provided include housing support services in Extra Care Housing and floating support such as the community care alarm service for people in their own homes. It also commissions a handyperson service and help to owner occupiers through the local Home Improvement Agency – NewcastleGateshead Staying Put.

The Newcastle-based voluntary organisation, Dementia Care Partnership, has developed innovative models of housing and care for people with dementia (www.dementiacare.org.uk).

Older person friendly neighbourhoods

New planning frameworks such as the Local Development Framework provide more opportunities than ever for older people to become involved in the planning and regeneration of their neighbourhoods. The Local Development Framework is a spatial plan for the city which goes beyond the scope of focusing on land use and deciding planning applications to take account of other social policy initiatives such as crime reduction, improved housing, better public transport and access to facilities and amenities.

The Older Person Friendly City Centre group has developed processes through which older people have undertaken an audit of the city centre and provided valuable information to feed into planning processes. This could serve as a model for engaging older people in local neighbourhoods.

An older person friendly city centre

The Elders Council 'older person friendly city centre' group has undertaken a range of opinion surveys and street surveys to determine whether, in their eyes, the city centre is an older person friendly environment. The results of their work are written up in reports, were the subject of an Architecture Week workshop and have been captured in a series of cartoons. The group regularly contributes to planning discussions such as the city centre visioning event.

It is also important to capture how older people feel about the city. Members of the Elders Council worked with artists to produce a DVD capturing their personal views of Newcastle Past, Present and Future.

Planning needs to take account of the changing aspirations of older people. For example, increasingly older people with mobility problems are using 'scooters' or 'buggies' to get out and about. The design of roads needs to take account of this new trend in relation to road layout,

dropped kerbs, siting and timing of crossings and positioning of the buttons on pedestrian crossings.

The quality of a neighbourhood is not just about how it is planned; it also depends on how it is managed. Issues like garden maintenance, refuse and litter collection, parking control, crime and community safety and environmental management are all vital to the quality of neighbourhoods. A neighbourhood management approach which co-ordinates activity in a specific area is being piloted in Newcastle and has been shown to be effective in improving local services and making them more responsive to local people's needs.

The role of Neighbourhood Management has been described as helping "deprived communities and local services improve local outcomes, by improving and joining up local services, and making them more responsive to local needs". The main activities of Neighbourhood Management include:

- Delivering devolved services
- Making and implementing agreements with existing service providers to act more effectively or join up better

A key difference between Neighbourhood Management and earlier regeneration programmes is that Neighbourhood Management is not about spending a given pot of money, but providing long-term leverage over mainstream services. The objective of Neighbourhood Management is to help deliver long-term outcomes in the areas of:

- Crime
- Health
- Education
- Worklessness
- Housing and the physical environment

As such, Neighbourhood Management should influence the work of several public sector agencies in an area, and not just the services of the local authority.

In Newcastle there is a Neighbourhood Management pilot in North Benwell, as well as a city-wide approach to delivering more responsive

local authority environmental services via ward-based teams and Neighbourhood Response Managers.

Older people also want access to safe, well-maintained parks, green spaces and allotments. Through their involvement in 'friends groups', older people are already demonstrating their commitment to the regeneration and maintenance of many of the city's parks. There is more scope for making use of the parks to promote exercise (walking or green gyms) and intergenerational opportunities. The Local Development Framework and the Green Spaces Strategy take account of these aspirations in their aim to maintain and develop parks and open spaces for formal and informal recreation. (www.newcastle.gov.uk/core.nsf/a/greenspacesstrat)

Actions

- Continue to support the involvement of older people to help develop policies and proposals through the Local Development Framework and related action plans.
- Undertake a study of older people's housing requirements and research into demands for housing services, and develop a plan jointly with housing, health and social care agencies to meet these requirements.
- Produce an implementation plan to ensure that the Council's sheltered housing stock meets older people's requirements.
- Build a further 40 extra care units by 2010.
- Produce a framework for the Housing, Health and Safety Rating system so that older people can access advice and services to live independently in a safe environment.
- Deliver Warm Zone initiatives and address the barriers to take-up amongst older people.
- Develop new financial products to assist older homeowners with repair, maintenance and improvement of their homes.
- Further development of the neighbourhood management approach.
- Support development of new planning policy on energy efficiency.

Outcome 4c Older people can get out and about easily

'So much of my life depends on having good transport.'

Issues and priorities

The ability to get out and about is central to older people's quality of life. Over 50% of people aged 65+ in Newcastle do not own a car and are therefore dependent on good-quality, accessible public transport services.

Transport is one of the most important issues to older people and yet a recent Help the Aged survey of transport provision in England and Scotland highlighted that most local councils do not involve older people in the development of Local Transport Plans. There is a need to improve the involvement of older people in both transport infrastructure planning and service delivery.

Where we are now

Older people have welcomed the introduction of free bus travel across Tyne + Wear, but regret the impact this may have had on younger people and on some bus routes. The Gold Card for travel on the metro has also been welcomed with excellent take up of 100,127.

The way in which operators implement changes in bus routes or the complete withdrawal of services, based solely on commercial decisions, has a very significant impact on the quality of life of older people, particularly on housing estates which are poorly served by public transport. Proposals in *Strong and Prosperous Communities* (Local Government White Paper) to strengthen the role of Passenger Transport Authorities and Executives and to devolve powers to local authorities to develop a more coherent approach to transport will be welcomed.

Transport infrastructure is also important to older people. For example, provision of good bus shelters with clear information, reducing congestion at bus stops, planning of bus routes and the introduction of bus lanes.

The proposed improvements to the Metro as part of Project Orpheus (www.nexus.org.uk) including improvements to stations and platforms, compliance with the Disability Discrimination Act, new vehicles and better integration with the bus network will benefit older people.

The quality of service from drivers can make all the difference to the quality of the journey. This is particularly important for people with poor mobility or sensory loss. Proposals for the development of a travel bureau which will offer people assistance (buddying) to build people's confidence to travel on public transport are welcomed.

There is substantial change in the way in which care services transport is being provided with the introduction of TaxiLink and LinkUp and the provision of group travel through voluntary sector community transport providers. The proposed introduction of a Smart Card scheme as part of the TaxiLink service by July 2007 will increase the flexibility and capacity of this service.

Nexus, Community Transport and the Quality of Life Partnership are working together to improve the provision of group travel and the development of a minibus brokerage scheme. There is demand for affordable group travel schemes which enable frailer people to access shopping and activities.

Many older people are apprehensive about travelling on public transport at night. The Safe Newcastle Travel Campaign (see Safe Newcastle Partnership) which includes the introduction of on-board CCTV and metro security patrols aims to address this issue.

Patient Transport Services are very valuable in enabling older people to get to hospital appointments. Whilst current services are welcomed, they very often involve older people spending considerable amounts of time travelling or waiting for transport. There is potential for transport providers such as the Ambulance Service and Nexus to share resources and expertise in delivering these services.

Strategic planning and transport services are not the only factors which affect older people's ability to get out and about. The timing and position of a pedestrian crossing, a well-placed bench, good street lighting, the availability of public toilets or the condition of pavements can make the critical difference to whether an older person is able to get out and about safely.

Actions

- Gather support across the system for the introduction of quality contracts with bus operators.
- Improve involvement of older people in transport infrastructure and service planning.
- Improve the capacity and flexibility of TaxiLink service through the introduction of a Smart Card scheme.
- Improve capacity and use of the LinkUp scheme.
- Develop the capacity for group travel through local community transport providers.
- Involve older people in the development of a Travel Bureau and driver training.
- Share expertise/resources between Nexus and Ambulance Service to develop more flexible patient transport services.

Aim 5

Financially and materially secure

This aim has the following outcomes, which are colour coded as follows:

Outcome 5a Older people have the opportunity to prepare for retirement and to receive on-going advice and information

Outcome 5b Older people have the opportunity to work

Issues and priorities

Context

The Indices of Multiple Deprivation show that in Newcastle 23.7% of the population aged 60+ live in households with deprived income (2004)²⁴.

Many older people are finding it increasingly hard to manage to pay for essential items such as good food, heating and staying active. National research also shows rising levels of debt amongst older people²⁵.

The increasing complexity in the range of financial products available to older people, and significant changes in the way post office and banking services are provided (e.g. debit cards; internet banking) may be increasing financial exclusion.

Approaches to retirement are changing – whilst some people wish to retire, others may wish to continue working for as long as possible or seek flexible options which enable them to work part-time, change career, or set up an enterprise.

²⁴ Data source

²⁵ www.thisismoney.co.uk/credit-and-loans - 22.6.06 and Guardian Unlimited Over 50s getting deeper into debt 16.8.06

Outcome 5a Older people have the opportunity to prepare for retirement and to receive on-going advice and information

Issues and priorities

People need to plan ahead for retirement and to have access to good information and advice both before and during retirement.

Older people are not accessing many of the benefits they are entitled to. This is often due to lack of understanding of the complex benefits system and sometimes a reluctance to undergo financial assessments which are seen as an invasion of privacy. With proper advice and help, older people can access benefits which can make all the difference to their quality of life.

Older people need independent financial advice and support. This can range from schemes which help with day-to-day finances such as Credit Unions and energywatch, through to advice about financial products for homeowners.

Where we are now

Although many organisations provide pre-retirement courses for their employees, there are others that do not.

There is also a need for a later life curriculum (see Section 3) which helps people to think through this phase of life and to keep in touch with changes, particularly in financial products and services.

There are a number of different approaches to supporting people to access benefits from the city council's welfare rights team (including specialist projects such as the PCT benefit take-up project) and Warm Zone. A review of the provision of welfare rights provision in the city is currently being undertaken.

Actions

- Include financial literacy as part of a life in older age curriculum.
- Ensure that the current review of welfare rights services includes adequate provision of advice and advocacy for older people.

Outcome 5b Older people have the opportunity to work

Issues and priorities

Perceptions of retirement are changing. Older people are seeking more flexible opportunities to work, set up their own business or volunteer.

Recent research by The Third Age Employment Network for the Department of Education and Skills²⁶ identified that the main barriers for older workers include: actual or perceived age discrimination; lack of retraining opportunities; and the cost of retraining and difficulties in finding support agencies with the experience and expertise to assist older age groups.

It is important for employers to recognise the value of older workers and the experience they bring. Many people would be willing to continue working, if they were offered more flexible options and given the appropriate status and recognition. The Third Age Employment Network research highlights that people are not just looking for 'a job'; they are seeking work which provides purpose, status, scope to use skills and abilities, and the opportunity to contribute to the community.

Some people are seeking the same purpose and quality of activity from volunteering. Research by Age Concern Newcastle and the University of Newcastle upon Tyne²⁷ highlights the great value of volunteering to individuals' self-worth and self-development as well as the enormous contribution volunteers make to organisations and family. The research provides key information on ways of attracting and retaining volunteers.

Where we are now

Age Concern have conducted research into 'Economic Inclusion, Over 50s and Age Concerns' (November 2005), which provides an overview of the needs and aspirations of older people in the North East and proposals for the ways in which these might be addressed.

²⁶ Challenging Age – Information, advice and guidance for older age groups – Department for Education and Skills 2003

²⁷ Volunteering, self-help and citizenship in later life Baines, S. Lie, M and Wheelock J.

Newcastle Futures has been set up under the auspices of the Newcastle Partnership to bring together agencies with resources and expertise in supporting people, who have been unemployed over a long period, back into work.

Some employers have a good track record in employing older workers e.g. B+Q and others are able to develop employment practices which offer their employees choice and flexibility (see Newcastle City Council example).

Newcastle City Council responds to Age Discrimination

In response to the new age discrimination legislation, Newcastle City Council has reviewed all its recruitment processes to remove all references to age. It has also carried out a workforce analysis to determine the age-range of its employees, and this information will be used to analyse where they have issues to address.

Under the local government pension regulations employees aged 50+ have the right to request to 'step down' where they can access their pension, whilst still continuing in employment, by reducing their hours of work or stepping into a post with less responsibility. Anyone who wishes to continue working beyond age 65 can request to do so. Wherever service needs allow, Newcastle City Council will endeavour to accommodate requests for flexible working.

Newcastle City Council also has carer-friendly policies which mean that employees who are carers can request 'flexibility' to fit their caring responsibilities around their work.

Actions

- Develop of strategic forum to look at employment and enterprise for people aged 50+.
- Work through existing agencies to provide appropriate advice, guidance and retraining for older people.
- Explore social enterprise as a model for providing employment and services for older people.

Section 4: Turning the Strategy into Action

Alongside the strategy there is an Action Plan that proposes actions for each of the 5 aims and 13 outcome areas set out in the previous section of the strategy.

For each of the 13 outcome areas the Action Plan:

- identifies the *action*;
- sets out a date *when* the action will be achieved by;
- identifies *who will do it*; and
- provides ideas for measures for *how will we know we are making a difference*.

The action plan is set out in the next part of the strategy.

The development of the strategy has been overseen by a Project Board which includes representatives from the City Council, the Elders Council, PCT and Quality of Life Partnership. The Project Board will ensure that appropriate arrangements are in place for the delivery and monitoring of the strategy, building on the arrangements that currently exist for the Quality of Life Partnership.

By signing up to this strategy, partners will commit to working together better and developing new ways of planning and delivering services to meet the needs of Newcastle's older people and an ageing population. However, the cultural change required cannot be underestimated. Innovation and creativity are essential, in a climate where people are living longer but pressures on budgets, finances and resources are increasingly putting strain on existing services. Finding sufficient resources to deliver this strategy is part of the challenge.

Section 5: Action Plan

Outcome/Action	By when	Who will do it	How will we know we are making a difference?
Aim 1 Making a positive contribution (active citizens)			
Outcome 1a Older people are engaged in decision-making			
Develop effective engagement with older people:			
Elders Council/Ward-Co-ordination/Community Development	March 2007	EC/QOLP/Ward Co-ordination/Community Development	Plan of activity from each ward e.g. older people's forum; intergenerational project; information day programme No. of members of EC
Plan for engagement of o/p with Nexus and Strategic Planning Health + Care Services	March 2007	EC/OPLIT /NEXUS	Framework for engagement of o/p in place No. of 'listening events' held
OP engaged in network of CD agencies	March 2007	QOLP/Infranet	Mechanisms established
Develop innovative approaches to engagement e.g. textile/community knitting arts project.	March 2008	QOLP/NCC Arts Team/Equal Arts/Arts Council	No. of projects No. of people involved

Outcome/Action	By when	Who will do it	How will we know we are making a difference?
LDF Core Strategy submission draft	June 2007	NCC	Report of Inspector following public examination on soundness of plan
Develop intergenerational work linked to citizenship and Local Democracy Week	October 2007	NCC/CYPP/Elders Council + others	No. of projects
<p data-bbox="241 520 819 584">Outcome 1b Older people are contributing to community life</p> <p data-bbox="241 584 819 655">Develop better support network for older people's groups/activity</p> <p data-bbox="241 807 819 871">Develop innovative approaches to volunteering</p> <p data-bbox="241 983 819 1086">Create links with Children and Young People's Partnership and others to develop intergenerational projects</p>	<p data-bbox="842 584 1043 616">March 2008</p> <p data-bbox="842 807 1043 839">March 2007</p> <p data-bbox="842 983 1043 1015">March 2007</p>	<p data-bbox="1066 584 1373 727">QOLP/Infranet/Community Development/Community Co-ordination</p> <p data-bbox="1066 807 1373 943">Volunteer Bureau; CSV; Befriending Network; Age Concern Newcastle;</p> <p data-bbox="1066 983 1373 1118">Children and Young People's Partnership; QOLP; Equal Arts; Arts Council; Schools</p>	<p data-bbox="1395 584 1948 687">No. of information/networking days No. of grants awarded to older people's groups through ward committees</p> <p data-bbox="1395 807 1948 871">No. of volunteers enrolled across the network</p> <p data-bbox="1395 983 1948 1054">No. of intergenerational projects in schools and in community</p>
<p data-bbox="241 1201 819 1305">Outcome 1c Older people are respected and valued and free from discrimination</p> <p data-bbox="241 1313 819 1345">Develop a communications and media</p>	Summer 2007	QOLP; media; Adult	Report on changes in tone and no. of

Outcome/Action	By when	Who will do it	How will we know we are making a difference?
<p>plan i.e.</p> <ul style="list-style-type: none"> • Identify key journalists • Work with NCC PR • Celebrate achievements e.g. Volunteers and learners awards <p>Develop training courses delivered by older people and carers</p> <p>Scrutiny of age discrimination in policy/services</p> <p>Achieve level 4 Equality Standard for Local Government</p>	<p>Summer 2007</p> <p>Ongoing</p>	<p>education, creative industries, Arts Council north east.</p> <p>Elders Council; Carers Centre; Partners</p> <p>Elders Council; QOLP; Partner agencies</p> <p>NCC</p>	<p>media stories by EC working group</p> <p>No. of training courses delivered by older people and carers</p> <p>No. of services audited/age proofed</p> <p>Standard awarded</p>
<p>Aim 2 Accessing information, advice and advocacy</p> <p>Outcome 2a – Older people have access to information, advice and advocacy</p> <p>Establish Information NOW as key information resource for older people</p> <p>Develop signposting role of key agencies through Information NOW.</p>	<p>March 2008</p> <p>Ongoing</p>	<p>QOLP, NCC, PCT, Vol Orgs</p> <p>QOLP, key agencies</p>	<p>No. of visitors to Information NOW and qualitative feedback</p> <p>No. of staff teams actively using Information NOW</p>

Outcome/Action	By when	Who will do it	How will we know we are making a difference?
<p>Create strategic forum for older people's advice and information (resources and issues identified)</p> <p>Create resources for advice on:</p> <ul style="list-style-type: none"> • community care • housing/financial advice • fuel debt <p>Develop proactive plan for readers groups in ensuring older people's local information is accessible and clear.</p> <p>Develop additional advice and advocacy services</p>	<p>September 2007</p> <p>Sept 2008 Sept 2007 March 2007</p> <p>March 2007</p>	<p>QOLP, NCC, PCT, Vol Orgs</p> <p>QOLP</p> <p>EC</p>	<p>Forum established</p> <p>Information NOW webpages Information leaflets Workshop/advice days</p> <p>No. of Readers Group sessions</p>
<p>Aim 3 Physical and mental health and wellbeing</p> <p>Outcome 3a Older people and carers access a range of preventive services which enable them to stay physically, mentally and emotionally healthy</p> <p>Develop older learner's model</p> <p>Develop 'later life curriculum'</p>	<p>April 2008</p> <p>April 2008</p>	<p>QOLP, Elders Council, Adult Learning</p>	<p>No. of progression routes and older learners progressing from informal to formal learning</p> <p>No. of courses developed and delivered</p>

Outcome/Action	By when	Who will do it	How will we know we are making a difference?
Continue to develop the Active Ageing group to lead on the delivery of the Healthy Ageing programme of the National Services Framework for Older people	Ongoing	QOLP, EC + partners Active Ageing group	No of people participating and satisfaction survey results Progress report to Older People's Local Implementation Team and Wellbeing and Health Partnership
Develop 50+ clubs in Newcastle City Council Leisure Centres, community centres and in Your Homes Newcastle sheltered housing complexes;	Ongoing	Active Ageing group + Leisure Services, YHN	LDF: open-space hierarchy and standards, including accessibility No. of clubs sustained and new clubs No. of people attending
Work with care homes network to promote activity in care homes;	Ongoing	Leisure, Pleasure + Learning + care homes	No. of care home activity co-ordinators joining network group
Hold high profile events e.g. Walking Week to promote activity to harder to reach groups;	Ongoing	Active Ageing Group	No. of events held No. of participants in target groups
Work with Nexus and Community Transport to expand provision of group travel schemes;	March 2008	QOLP, Nexus, Community Transport	No. of group travel journeys commissioned by Nexus

Outcome 3b Older people and carers access a range of good-quality health and social care services			
<p>Ensure that there is a move from commissioning long-term institutional care to the provision of health and social care and support in local settings which offer greater choice and control for older people.</p>	<p>Further development of extra care housing 2008/09</p>	<p>Housing, Social Services, PCT</p>	<p>No. of extra care places No. of people helped to live at home</p>
<ul style="list-style-type: none"> • Maximise use of rehabilitation and intermediate care services to avoid admission to hospital or facilitate timely discharge back to a person's own home; 	<p>Modernisation programme in place – completion June 07</p>	<p>PCT and Social Services</p>	<p>Delayed transfers of care Reduced emergency admissions No. of people supported by rehab and intermediate care beds</p>
<ul style="list-style-type: none"> • Ensure that older people receive appropriate hospital treatment when required 	<p>Ongoing</p>	<p>Hospital Trusts and Social Services</p>	<p>Reduction in complaints to hospitals trusts</p>
<ul style="list-style-type: none"> • Involve the older person in planning for their discharge from hospital so that they receive support 	<p>Audit arrangements Ongoing</p>	<p>Social Services and Hospitals Trust</p>	<p>User survey</p>
<ul style="list-style-type: none"> • Ensure that people with long term conditions (e.g. diabetes, stroke, high blood pressure or cardiovascular disease) receive information, advice and support which helps them and their carers to manage their conditions 	<p>March 2008</p>	<p>PCT and Social Services</p>	<p>Reduce inpatient emergency bed days (5%) by March 2008 Reduce emergency admissions No. of community matrons</p>

<p>and care and support needs</p> <ul style="list-style-type: none"> • Manage the social care market effectively so that there are sufficient services for people who need them which are responsive, flexible and good quality • Invest in new technologies e.g. telecare and telemedicine which help to support older people to live at home and promote their independence and well-being • Increase the number of older people receiving direct payments and explore the possibilities of individual budgets for older people • Recognise the needs of carers and invest in services which support them to continue in their caring role • Drive up standards in the social care workforce through investing in staff training and development • Provide equipment and adaptations that help older people to live at home 	<p>Review service availability and quality control mechanisms</p> <p>Telecare Strategy to be completed by March 2007</p> <p>Ongoing for review March 2007</p> <p>March 2007</p> <p>Ongoing</p> <p>Ongoing –</p>	<p>Social Services</p> <p>Your Homes Newcastle & Social Services</p> <p>Social Services</p> <p>Carers Strategy Group and Social Services</p> <p>Social Services</p> <p>Social Service and</p>	<p>Contract monitoring</p> <p>No. of people supported by telecare/telemedicine equipment</p> <p>No. of older people in receipt of direct payments No. of older people in receipt of individual budgets (Including % used by BME communities)</p> <p>Indicators from carers' survey to be developed</p> <p>Number/% of staff qualified at NVQ level 2</p> <p>No. of items of equipment provided</p>
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<p>longer</p> <ul style="list-style-type: none"> • Ensure the delivery of the vision for older people with mental health problems and 'Everybody's Business' • Introduce the new NHS 'Life Check for older people and their carers' to assess their life risks and take steps to make healthier choices • To continue to involve older people and carers in planning their packages of care • Encourage the involvement of older people and carers in the OPLIT, so that they can contribute to the planning of services. 	<p>monitoring in place</p> <p>Implementation Plan</p> <p>Review April 2007</p> <p>Review April 2007</p>	<p>PCT</p> <p>Health Trusts, Social Services, partner agencies and specialist providers</p> <p>Social Services</p> <p>OPLIT; QOLP</p>	<p>% of equipment delivered within 7 days</p> <p>Integrated Community Mental Health Teams for older people with mental health problems. Implementation Plan in place.</p> <p>Discuss with PCT</p> <p>No. of older people receiving a copy of their care plan</p> <p>No. of older people engaged</p>
<p>Outcome 3c Older people will have good social networks</p> <p>Develop a strategic approach, through the Older People's Local Implementation Team, to engaging health and social care services in helping to address social isolation</p>	<p>February 2007</p>	<p>OPLIT</p>	<p>No. of referrals by health and social care professionals to community-based activity</p>

Develop the befriending network and explore new approaches to volunteering e.g. time banks	March 2007	OPLIT; QOLP	Strategy and process for involvement agreed Evidence of impact of views being taken into account
Support existing lunch clubs and day centres and secure more resources for activity such as arts projects.	Ongoing	QOLP, Befriending Network	Ideas circulated through relevant newsletters and team meetings
	Ongoing	Providers; Arts Team	No. of members Evidence of network activity No. of groups sustained No. of activities
Outcome 3d Older people have access to practical services which promote independence			
Establish a cross-agency working group to take forward development of little bit of help services	January 2007	QOLP, NCC, PCT	Group established
Find resources to test out range of sustainable enterprise, voluntary and community sector services	March 2008	QOLP, NCC, PCT	No. of new services developed

Aim 4 Enjoying older person friendly environments			
Outcome 4a Older people will feel safe in their home, their city and their communities Provide older people with information on staying safe through campaigns and advice and information days Safeguard vulnerable older people through multi-agency policies and procedures which protect older people.	Ongoing Ongoing	All partners Social Services, PCT, Housing	No. of information days/ specialist campaigns No. of people who say they feel safe at home No. of referrals
Outcome 4b Older people have decent, appropriate accommodation in older person friendly neighbourhoods Undertake a study of older people's housing requirements and develop a plan to meet these Complete modernisation of YHN sheltered stock Produce framework for Health, Housing and Safety Rating	2007/8 March 2007	NCC YHN QOLP, NCC, Anchor Staying Put	LDF Lifetime homes proposals Publication of Older People's Accommodation Strategy Framework published and distributed

Deliver energy efficiency programmes e.g. Warm Zone		NCC	No. of people aged 50+ accessing Warm Zone LDF proposals for higher standards of energy efficiency
Develop financial products for homeowners		NCC + other	No. of new financial products
Outcome 4c Older people can get out and about easily			
Support introduction of quality contracts with bus providers	Ongoing	Nexus, QOLP, others	Quality contracts agreed
Improve take-up of public transport by older people			No. of concessionary travel journeys No. of concessionary travel passes/Gold Cards
Improve capacity of Taxilink	Ongoing	Nexus	No. of users
Improve capacity of LinkUp		Nexus	No. of users
Improve group travel		Nexus; Community Transport	No. of group journeys
Aim 5 Financially and materially secure			
Outcome 5a Older people have the opportunity to prepare for retirement and to receive on-going advice and			

information			
Include financial literacy as part of later life curriculum	March 2008	QOLP + partners	No. of financial literacy courses No. of people attending
Ensure that the current review of welfare rights services includes adequate provision of advice for older people	Ongoing	NCC and partners	No. of services available No. of people using services
Outcome 5b Older people have the opportunity to work			
Develop a strategic forum to look at employment and enterprise for people aged 50+	May 2007	QOLP, Prime, New Futures	
Ensure people aged 50+ are included in Local Enterprise Growth Initiative and New Futures			No. of people 50+ who are self-employed

Appendix 1

Profile of older people in Newcastle

Note: The data given in the Strategy will be reviewed and checked during the consultation period and additional data added.

Section A

A.1 Demographic Trends and Forecasts

1.1 Population

Age	Population	% of pop	Male	Female
50-54	15,200	5.6	7,700	7,500
55-59	14,600	5.4	7,300	7,200
60-64	11,000	4.1	5,300	5,800
65-69	11,400	4.2	5,300	6,200
70-74	10,300	3.8	4,600	5,700
75-79	8,800	3.3	3,600	5,200
80-84	6,700	2.5	2,400	4,300
85-89	3,200	1.2	1,100	2,100
90+	1,700	0.6	400	1,300
	82,900	30.7	37,700	45,300

NB Figures are rounded to the nearest 100.

Source: Office for National Statistics (based on the results of the 2001 Census amended and then updated).

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1.2 Population Forecasts

Total Population

Age	2004	2007	2017	2029
50-54	15,200	15,700	17,500	14,100
55-59	14,600	14,300	16,100	14,400
60-64	11,000	12,300	13,400	14,600
65-69	11,400	10,500	12,000	13,900
70-74	10,300	9,900	10,100	11,600
75-79	8,800	8,700	8,000	9,500

80-84	6,700	6,400	6,500	7,900
85+	4,900	5,500	6,700	8,200
Total	82,900	83,300	90,300	94,200

Males

Age	2004	2007	2017	2029
50-54	7,700	7,700	8,800	6,900
55-59	7,300	7,300	7,800	7,000
60-64	5,300	6,000	6,400	7,100
65-69	5,300	4,800	5,900	6,600
70-74	4,600	4,500	4,700	5,300
75-79	3,600	3,600	3,400	4,400
80-84	2,400	2,400	2,700	3,400
85+	1,500	1,800	2,600	3,400
Total	37,700	38,100	42,300	44,100

Females

Age	2004	2007	2017	2029
50-54	7,500	8,000	8,700	7,200
55-59	7,200	7,100	8,300	7,400
60-64	5,800	6,300	7,000	7,500
65-69	6,200	5,700	6,100	7,300
70-74	5,700	5,400	5,400	6,300
75-79	5,200	5,100	4,600	5,100
80-84	4,300	4,100	3,900	4,500
85+	3,400	3,700	4,100	4,800
Total	45,300	45,400	48,100	50,100

Source: Office of National Statistics 2004 based sub national population projections

1.3 Population and Ethnicity

The older population will become more diverse and with a growing number of black and minority ethnic (BME) older people. Already the number and percentage of people in these communities aged 65+ has grown from 500 (0.67%) in 1991 to 940 (2.2%) in 2006.

A.2 Health

1.4 Life expectancy at birth

73.7 years for men

79.1 years for women

Source: Office of National Statistics – Audit Commission – Area Profiles 2002)

1.5 Limiting long-term illness

21.56% of total population has a limiting long-term illness.

39.1% of households contain one or more persons(s) with a long-term limiting illness.

62.9% of pensioner households contain at least one person with a limiting illness, similar level to the North East (63.9%) but higher than England average (56.2%).

50 and over

37782 have a limiting long-term illness

42803 do not have limiting long-term illness

65 and over

23967 have a limiting long term illness

17403 do not have a limiting long-term illness

Source Census 2001

1.6 Self-Assessed Health

50 and over

29806: Good health

30225: Fairly good health

20554: Not good health

65 and over

11717: Good health

17538: Fairly good health

12115: Not good health

Source Census 2001

1.7 Falls data

Incidence of older people falling and being admitted to hospital as measured by the age-standardised hospital admission rate per 100,000 population aged 65 and above:

2005	1619
2007/8	1603
2008/9	1571
2009/10	1538

1.8 Dementia Prevalence Rates

Age 40-64: 1 in 1000
Age 65-69: 1 in 50
Age 70-80: 1 in 20
Age 80+: 1 in 5

Census 2001

1.9 Flu vaccinations (check)

Flu vaccinations are routinely offered to people aged 65+ and to people who are in regular contact with people in this age group (e.g. careworkers; nurses).

Percentage of people receiving flu vaccinations in 2004 – 72%
(*Source: Primary Care Trust – Healthcare Commission 2004, Performance ratings for Primary Care Trust*)

A.3 Carers

People aged 50+ who are carers:

7324 provide unpaid care 1-19 hours per week
1519 provide unpaid care 20-49 hours per week
3729 provide unpaid care 50+ hours per week

People aged 65+ who are carers:

2163 provide unpaid care 1-19 hours per week
522 provide unpaid care 20-49 hours per week
1881 provide unpaid care of 50+ hours per week

Section B

B.1 Older people engaged in decision-making (1a)

Membership of Elders Council

2006	686
2007/8	1320
2008/9	1580
2009/10	1900

B.2 Older people's contribution (1b)

No of volunteers

Volunteer Centre

2006	660
2007	900
2008	1000
2009	1000

Age Concern Newcastle

2005/6	227	Female 178	Male 49
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Percentage of people 50+ taking part in formal volunteering at least 2 hours per week (Residents Survey)

B.3 Age Discrimination (1c)

No. of courses delivered by Old Spice Drama Group

B4 Information (2)

No of visitors to Information NOW

2007/8	5,000 visitors (pages viewed – average of 4 per visitor)
2008/9	6,250 visitors (pages viewed – average of 5 per visitor)
2009/10	7,750 visitors (pages viewed – average of 6 per visitor)

No. of Readers Group sessions

B5 Physically, mentally and emotionally healthy (3a)

No. of Older Learners

Newcastle City Council provision

Newcastle City Learning: numbers of Learners including 60+ Learners

(Based on full academic years 31st August through to July)

Year	Total number of Learners	Total Male	Total Female	Number of 60+ (included in total)	Males 60+ (included in total)	Female 60+ (included in total)
2003/04	17,523	5,049	12,474	2,875	1,022	1,853
2004/05	18,448	5,187	13,261	3,075	1,066	2,009
2005/06	16,565	4,955	11,610	2,736	972	1,764

Analysis by Quality of Life Partnership People over 60

Male	female	Total	Total as % of population ²⁸
22,700	30,600	53,100	19.7

No. of Adult learners in academic year 2005/6

²⁸ 2001 census www.newcastle.gov.uk total population over 60 269,500

Male	female	Total	Total as % of Adult learning²⁹
972	1,764	2,736	16.5

Age Concern Newcastle provision

Average 1000 people per week

No of people who are physically active (resident's survey)

No of people accessing physical activity team

1 April - 31 September 2006

2029 participants – >70% aged 50+

Total attendances 6879

Leisure Services – LeisurePlus card take-up

Leisure Services – no. of 50+ clubs

B6 Health and social care (3b)

No. older people helped to live at home per 1000 population aged 65 or over supported by SSD – PAF C32

Baseline	87%
2007/8	91.35%
2008/9	91.35%
2009/10	92.2%

No. of adults and older people receiving direct payments or individual budgets

Baseline	191
2007/8	210
2008/9	229

²⁹ Figures supplied by Newcastle Adult learning of total of 16,565 learners in academic year 2005/6

2009/10 248

% of SSD service users supported to establish and maintain independent living (all adults)

Baseline	97.35%
1007/8	97.5%
2008/9	97.7%
2009/10	98%

No. of people receiving telecare services (excluding community care alarms)

Baseline	50
2007/8	80
2008/9	100
1009/10	150

B7 Have social networks (3c)

B8 Practical services (3d)

No. of people accessing Trades Register and projections

2005/6	1300
2006/7	1400
2007/8	1400

B9 Feel safe and secure

% of people who feel informed about what is being done to tackle anti-social behaviour in their local area (LAA)

% of people who feel that parents in their local area are made to take responsibility for the behaviour of their children (Residents Survey)

% of people who feel that people in their area treat them with respect and consideration (Residents Survey)

Perception of anti-social behaviour (Residents Survey)

% of people who feel safe after dark (Residents Survey)

% of people who feel safe in Newcastle during the day (Residents Survey)

No. of POVA alerts

2006/7	560
2007/8	600
2008/9	700
2009/10	850

Source: Local Area Agreement

B10 A decent place to live

Living alone

50+

24253 people live alone

60+

16429 people live alone

(Source: Census 2001 Office of National Statistics)

Tenure

61% of pensioner households are homeowners

6% live in private rented

31% rent from the council

7% live in other social rented

(Source: Census 2001 Office of National Statistics)

No./% of people aged 50+ living in general housing stock

No./% of people living in Specialist Housing – if possible broken down into:

No. or percentage of people living in sheltered housing

No. or percentage of people living in extra care housing

No. or percentage of people living in residential care

Fuel Poverty

65% fuel-poor householders are over 60

(Source: Newcastle Private Stock Condition Survey 2003)

B Older people can get out and about easily (4c)

Car Ownership

36053 people aged 50+ do not own a car or van
23416 people aged 60+ do not own a car or van

Concessionary Travel Pass Holder

2005/6 – 48,101

Gold Card take up

100,127

Registered for Taxilink

2003 members aged 60+

B Materially and financially secure

Amount of annualised benefit gained

Social Services Welfare Rights

2006/7	£4.5m
2007/8	£4.6 m
2008/9	£4.7 m
2009/10	£5m

Search Project

Age Concern Newcastle

In excess of £200,000 recurring annual benefit each financial year

No. of people aged 50+ in employment

Appendix 2

- Linking the outcomes of key national and local strategies (PF's document)

Newcastle Quality of Life for Older People - aims	Newcastle Quality of Life for Older People - outcomes	Opportunity Age – quality of life outcome domains	Our Health, Our Care, Our Say & Outcomes Framework for Adult Social Care	Local Area Agreement
1. Making a positive contribution (active citizens)	1a. Older people are engaged in decision-making 1.b. Older people are contributing to community life 1c. Older people are respected and valued 1d. Older people are free from discrimination	Independence within inclusive communities Healthy, active living	Making a positive contribution Personal respect and dignity Freedom from discrimination or harassment	To enable people to play a full part as citizens, participating and contributing to their community, reducing isolation and loneliness
2. Accessing information and mainstream services	2a. Older people have access to information, advice and brokerage 2b. Older people have access to services	Healthy active living Fairness in work and later life	Improved quality of life Exercise of choice and control	As above
3. Physical and mental health and well-being	3a. Older people will be physically, mentally and emotionally healthy 3b. Older people and carers access a range of health and	Support and care Independence within inclusive communities	Improved health Personal respect and dignity	As above

Newcastle Quality of Life for Older People - aims	Newcastle Quality of Life for Older People - outcomes	Opportunity Age – quality of life outcome domains	Our Health, Our Care, Our Say & Outcomes Framework for Adult Social Care	Local Area Agreement
	care services 3c. Older people will have good social networks			
4. Enjoying older person friendly environments	4a. Ensure OP feel safe and secure in their homes and communities	Independence within inclusive communities	Improved quality of life: security at home and confidence in safety outside the home	To enable everyone who can, to live independently in the community supported by mainstream and community services and where needed appropriate and reliable services which promote security and stability Protect vulnerable adults
5. Enable older people to be financially and materially secure	5a. Older people have the opportunity to prepare for retirement 5b. Older people have the opportunity to work	Material well-being Fairness in work and later life	Economic well-being	Support the economic well-being and employment of those at risk of social exclusion

Appendix 3

Related Local Strategies

Elders Council of Newcastle

The Way Ahead

Newcastle Partnership

Sustainable Communities Strategy – Local Area Agreement

Health and Wellbeing Strategy

Safe Newcastle Strategy

Newcastle City Council

Regeneration Strategy

Engagement Strategy

Social Inclusion Strategy

Local Development Framework – Core Strategy

Housing Strategy

Homelessness Strategy

Supporting People Commissioning Strategy

Green Spaces Strategy

Newcastle City Council and partners

Joint Commissioning Strategy (Health and Social Care)

Newcastle Carers Strategy

Newcastle Primary Care Trust

Long Term Conditions Strategy

Local Transport Plan Tyne and Wear