

EAST HERTS COUNCIL

COMMUNITY SCRUTINY COMMITTEE – 28 AUGUST 2012

EXECUTIVE – 6 NOVEMBER 2012

REPORT BY EXECUTIVE MEMBER FOR HEALTH, HOUSING AND  
COMMUNITY SUPPORT

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EAST HERTS AGEING WELL – REVIEW OF PROGRESS

WARD(S) AFFECTED: ALL

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**Purpose/Summary of Report**

- This is an update and progress report on the East Herts Ageing Well agenda following the three recommendations made by the Community Scrutiny Committee Meeting on 28 February 2012.

<b><u>RECOMMENDATION FOR EXECUTIVE: that:</u></b>	
<b>(A)</b>	<b>the progress made by Members and Officers against the three recommendations made at the Community Scrutiny Committee meeting on 28 February 2012 be noted and supported;</b>
<b>(B)</b>	<b>the ambitions set out in paragraph 2.9 of the report now submitted, be supported and are integrated into the strategic policy making of the Council via the Equalities Impact Assessment; and</b>
<b>(C)</b>	<b>the Ageing Well agenda be developed within the context of the Council’s corporate priority to enhance the quality of life, health and wellbeing of individuals, families and communities, particularly those who are vulnerable.</b>

1.0 Background

- 1.1 “There are now more people over state pension age in the UK than children and by 2050 a 65 year old man in Britain can expect to live to 91”, LGA (Local Government Association) First magazine March 2012. The place-based approach to Ageing Well is being

delivered through the LGA on behalf of the Department of Work and Pension (DWP). It is designed to identify ways in which services for older people can be improved through working across services in a locality effectively. It is also hoped that older people will be engaged in the process.

1.2 The current demography (Census 2011, Office for National Statistics ONS) for East Herts older population is:

- 65 plus is 15.3% (21,100) of the East Herts total population
- 75 plus is 7.2% (9,900) of the total East Herts population
- 85 plus is 2% (2,700) of the total East Herts Population.

1.3 Following a discussion with the Executive Member for Health, Housing and Community on 28 February 2012, Community Scrutiny Committee resolved that:

- (A) Corporate Management Team and Senior Officers be asked to look at best practice around the “ageing well” agenda and to report back to Community Scrutiny Committee on 28 August 2012 on what action the Council might take and the financial implications of such action;
- (B) An informal Member Group of six be established to look at Members’ role within respective wards; and
- (C) The Council continue to work with its partners to establish where it can be of mutual help to one another.

1.4 Engagement of older people has been identified in Hertfordshire as a priority for the County. Stevenage, St Albans and East Herts District Councils were chosen by the County Council as pilot areas for the initiative. It was suggested by the Hertfordshire County Council (HCC) that the focus for the work would have a number of components:

- i. To agree a model for engaging older people in the work of the Hertfordshire Health and Wellbeing Board, linked to District level engagement structures;
- ii. To agree outline action plans in St Albans and East Herts for the implementation of a locality approach to Ageing Well, which could be used as a starting point for similar approaches in other localities.

iii. The locality-based approaches would explore/engage older people's forums together with local public, voluntary and community sector services and activities and help to strengthen their preventative role and achieve a wider range of health and wellbeing outcomes.

1.5 Following a discussion with HCC Adult Commissioning Services, East Herts Council was one of the three districts alongside Stevenage and St. Albans to participate in a pilot Ageing Well programme in October 2011. HCC assigned the work to Shared Intelligence (an independent consulting agency). East Herts Officers worked with consultants from Shared Intelligence with support from Members and ran a pilot project in January 2012. The purpose of the initiative was to carry out research to build up a picture of how residents in Hornsmill estate view and prepare for "ageing well" (report is attached as Background Paper). The reason for choosing Hornsmill was that work was already underway since January 2011 to establish a Council presence on the estate and revitalise the community centre).

1.6 HCC has also established a Member level Ageing Well group where each district is represented by their relevant portfolio holders. The group is led by HCC Adult Care Commissioning Services.

## 2.0 Report

2.1 All three priorities resolved as in 1.2 are being considered by the Corporate Management Team (CMT) as part of their strategic consideration. The progress made on the three priorities is as follows:

2.2 Recommendation 1.2 – (A) The Ageing well agenda is being taken forward by the Equalities Officers' Group for the Council, within existing resources. Through the existing Corporate Equalities Group, officers from all service departments will collate further information on the potential service and budget implications for the Council and put together a report at a later date. This will be reported to Community Scrutiny Committee at a later date.

2.3 Recommendation 1.2 (B) An informal Member group with nine members across the district has been set up as in 2.8.

- 2.4 Recommendation 1.2 (C) The work is linked to East Herts Local Strategic Partnership's (LSP) Sustainable Community Strategy for East Herts (2009 -2024) Health and Well Being delivery theme group. It is proposed that the Ageing Well initiative be discussed at the Local Strategic Partnership (LSP) meeting to establish where the gaps are and where partnership working can support the work of the Council. Relevant outcomes will be reported to Community Scrutiny at a later date.
- 2.5 Members carried out their reviews/information gathering exercise in May and June 2012 as part of future proofing the Council policies and procedures for an ageing well population. They have collected information about activities in parishes /towns which are used largely by older people, such as lunch clubs, walking clubs, bowls clubs etc. They also gathered information about activities or community events which residents would like to see happening, such as a lunch club. (Spreadsheet attached as **Essential Reference Paper "B"**)
- 2.6 The Ageing Well Members' Audit covers all five towns and a proportion of surrounding rural areas. A large list of thriving groups and activities across East Herts has emerged with some exclusively for older residents and others for all ages currently with a majority membership of older residents. The groups, clubs and activities have been categorised as follows - physical exercise, luncheon clubs, skills & training, arts & crafts, amateur dramatics, historic, food & drink, gardening, nature, civic, games, talking groups, church and social with physical exercise, social clubs and arts and crafts. The total number of groups within these categories are then listed by area and finally summarised with total numbers across East Herts. This creates an up to date but evolving picture with the recent emergence of a new skills & training group as a result of broadband installation in a small parish hall.
- 2.7 This work will enable the Council to communicate with the groups' active participants and start the dialogue on gaps in service provision and how best to address those gaps in a climate of reduced budget.
- 2.8 The Informal Member group membership:  
Councillor Linda Haysey  
Councillor Eric Buckmaster  
Councillor Peter Gray  
Councillor Michael Newman  
Councillor Patricia Moore

Councillor Tim Page  
Councillor Nigel Poulton  
Councillor Charles Rowley  
Councillor Stan Bull

Officer Support:

Engagement and Partnerships Team Leader  
Engagement and Partnerships Officer (Equalities and Consultation)

- 2.9 Members agreed East Herts “Ageing Well Ambitions” as making the District a good place to grow old in. Members’ suggested approach for the Council is to:

Strategy and Partnerships:

- Be prepared to make East Herts towns and parishes a good place to grow old in
- Use existing contacts and structures to connect and collaborate
- Gather intelligence/case studies to discover what works well and replicate
- Find the gaps or obstacles that can realistically be addressed to improve the experiences of an aging population
- Encourage councillors to keep up to date with matters/issues that concern older people
- Create an attitude among councillors that in all they do they are minded to consider the impacts or benefits to older people. To always consider ‘what can we do to make things better’
- Establish a means of communication among various bodies.

People and places:

- Use the overlapping connections to enable change e.g. District Councillors who are also Parish and County Councillors
- Understand what organisations are doing at ground level e.g. Parish and Town Councils  
Local Strategic Partnerships (LSP)  
Relevant national and local charities,  
Housing associations  
Churches, religious bodies  
Clubs/associations with interest in ageing people or with a membership of ageing people

residents association  
interest groups  
schools that have connections with older people  
medical centres, doctors surgeries

- Create informal communication/dialogue with these bodies
- Establish a process of 'alerts' for situations that need addressing
- Being aware of situations where people can suddenly become vulnerable e.g. bereavement
- set up informal groups of local volunteers who can assist as required, e.g. urgent need of transportation, or helping with digibox tuning
- Broadcast/publicise successful activities around the district or beyond

#### Achieving cost effective services

- Learn from best practices for minimising costs of delivering added value service through collaboration of 3 tiers of local government and/or private sponsorship.  
e.g. community transport, residents or community infrastructure projects, good use of New Homes Bonus for community benefit, purposeful use of Council community grants system

#### Prosperity and well being

- Ensure East Herts Councils policies reflect the needs of an ageing population
- Ensure District Plan reflects the needs of older people
- Encourage Towns and Parishes to include policies for older people in Local Plans
- Encourage businesses that are older people 'friendly' to use or to work in.
- Encourage older people to be engaged in appropriate economic activity/employment
- Encourage able older people to volunteer or use their life skills to help others
- Encourage appropriate healthy activities.
- Encourage older people to participate in relevant education

#### Possible Next Steps

- Create a database of organisations to establish 'touching points' for example existing councillor involvement.
- Gather case studies on council website.
- List useful website links for reference

- Set up local meetings with residents to discover local gaps/needs using existing funding (e.g. Councillor Community Engagement Grant)
- establish priorities as a group
- Follow up with a wider meeting of interested parties to move concept forward.
- Roll out concepts to Parish and Town Councils including Rural Parish Conference
- Invite Community Scrutiny Committee to recommend these ambitions to be considered for future decisions making and planning.

### 3.0 Implications/Consultations

3.1 Information on any corporate issues and consultation associated with this report can be found within **Essential Reference Paper 'A'**.

#### Background Papers:

None

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