AGEING WELL PLAN

Calderdale 2023 - 2027
Living a Larger Life

Calderdale Council

Age Friendly Calderdale

CALDERDALE CARES

VISION 2024
CALDERDALE RENEWED

OPENING STATEMENT

Our Ageing Well Plan for Calderdale is a key part of our Health and Wellbeing Strategy which aims to improve health outcomes and reduce inequalities across the life course. It demonstrates our ambition that people in Calderdale will Start Well, Develop Well, Live and Work Well and Age Well.

Our Health and Wellbeing Strategy is a fundamental part of our Vision 2027 that Calderdale be a place where we can realise our potential whoever we are, whether our voice has been heard or unheard in the past. A place where talent and enterprise can thrive. A place defined by our innate kindness and resilience, how people care for each other, are able to recover from setbacks, are full of hope. Calderdale will stand out, be known, and be distinctive. A great place to visit, but most importantly, a place to live a larger life.'

Over the coming years this Ageing Well Plan provides and opportunity for all partners to make Calderdale an Age Friendly place where people and communities can age well.

Cath Gormally
Director of Adult
Services & Wellbeing
Calderdale Council

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The Goal

Our Health and Wellbeing ambition for Ageing Well is that older people are more connected and live in vibrant communities.

Health as we age is fundamental to our quality of life, allowing us to remain independent, work, get involved in our local community and maintain social connections. Older people make valuable and important contributions to society and should enjoy a high quality of life. Retirement is an increasingly active phase of life where people have opportunities to continue contributing to society by working for longer or volunteering in their communities, enabling them to care for their own wellbeing by working, and looking after their health. Calderdale is working to become an Age Friendly Borough where older people participate in community life and places are designed so that older people feel included and valued. This will help reverse some of the isolating impacts that people felt as part of pandemic, particularly those who 'shielded'.

Society and our daily lives are changing rapidly with increasing use of technology and digital innovation. The national population is undergoing a massive shift and in the next 20 year one in four of us will be aged 65+. The ethnic make-up of the older population is changing over time, with an increasing proportion from Black and Minority Ethnic communities. This transformation of the age structure is a testament to improvements in Public Health and Health Care, improving technologies and quality of care. People are living longer but not necessarily experiencing increased quality of life. Social isolation and loneliness are one of the greatest public health challenges and are associated with poor health and wellbeing. Over the last two years, the COVID Pandemic has driven new ways of working and innovation in service development and delivery along with increasingly data driven responses.
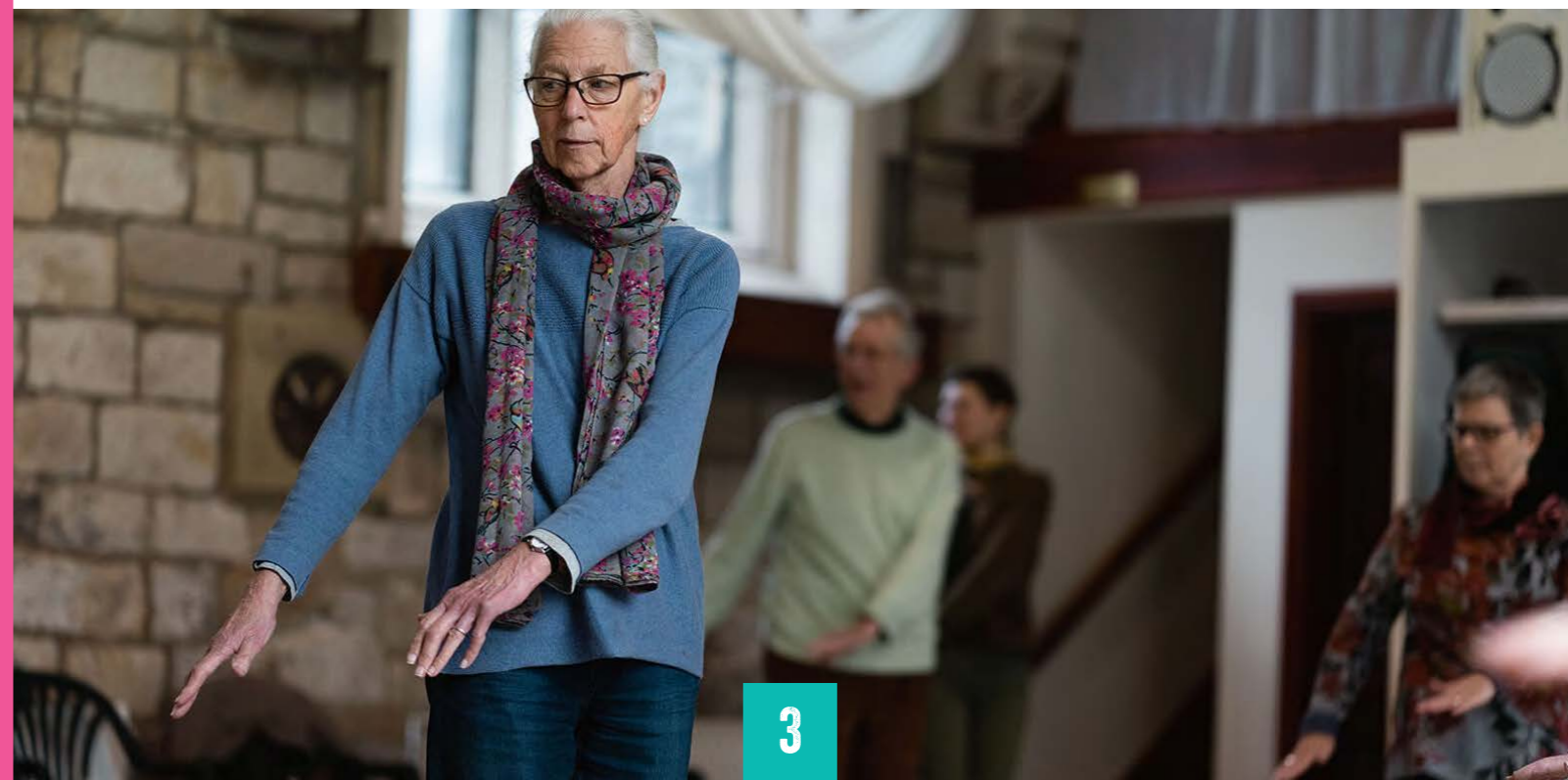
Four in ten people in Calderdale are aged 50+ and 40,100 (19%) people aged 65+, an increase of almost a quarter (23%) over the last ten years and forecast to grow by 14,500 to 2040 (+27%). Over the last decade life expectancy, which has been steadily increasing since the 1840s has stalled and in 2020, the impacts of the Pandemic saw the largest drop in life expectancy, setting the national figures back ten years. In Calderdale life expectancy at birth and from 65 onwards for men and women are significantly worse than the national average.

Health Inequalities

There are significant inequalities across many health indicators1 compared with national rates:

- Men aged 40-64 are significantly more likely to be admitted to hospital with an alcohol related condition.

- Breast screening rates are significantly lower.

- Higher proportion of people aged 65+ who live alone.

- Diabetes, cancer diagnosis rates and dementia diagnosis rates for people aged 65+ are significantly lower.

- Emergency hospital admissions for falls for older people are significantly higher.

- Premature mortality (<75) from CVD and mortality aged 65+ from respiratory diseases are significantly higher.

- Older people with multiple and complex needs including homelessness, poor mental health, offending and drug and substance misuse experience very poor health outcomes.

These are important inequalities, and we know that they hide some of the key inequalities between neighbourhoods with a more than 10-year gap in life expectancy between the most deprived and least deprived wards.

Only by working together can we make the difference we need.

The COVID-19 pandemic, cost of living crisis, energy crisis and future economic challenges have and will negatively impact on people's physical and mental health and wellbeing, exacerbated inequalities, and placed enormous challenges on services. For Calderdale communities to get the health and wellbeing they deserve, the following four principles have to underpin everything that we do.

Joining up services to change lives for the better. All partners working together to achieve agreed health and wellbeing outcomes.

A focus on prevention. Shifting more of our focus towards enabling people to be well and preventing ill health.

Addressing health inequalities. Working for good health and wellbeing for everyone, by tackling root causes of ill health.

Empowered and resilient communities. Enabling communities to play their part in creating health and wellbeing, making the most of what exists in our communities.

We have already taken on board significant learning from our work with older people and communities and will develop ways of working which include:

- Thinking through an 'age friendly' lens: The insights within this report could be used to support people to start to think in a more 'age-friendly' way across different arenas.

- Prototyping: From the insights already gathered - and other previous engagement and consultation work done in the area - some small-scale prototyping to address some of the issues raised.

- Age and Intersectionality: Engaging more with ethnic minority communities in Calderdale, older people with learning disabilities, older people from the LGBTQ+ community and older people of a working age and other protected groups. We recognise that older people are not one homogeneous group and the scale of diversity amongst people aged over 50.

- Feedback loop: To establish an on-going conversation with residents, establishing clear feedback loops and ensuring that the board and groups are reflective of our communities. We will ensure that feedback loops for those for whom English is not a first language or those with learning difficulties is accessible, in plain language and with infographics.

Progress to an Age Friendly Borough recognises that ageing is a characteristic shared by everyone. It is important to know that the population becomes more, rather than less, diverse as we age. Just because someone is a certain age doesn't necessarily mean they are like someone else of a similar age. For example, there are large differences in the age at which different people experience disability and/or ill health, directly associated with their socioeconomic circumstances.

The Equality Impact Assessment will enable consideration of the differing experiences of, for example, older Black, Asian and Minority Ethnic people compared with older White people; older women compared with older men. The intersection of other protected characteristics with age will have a significant influence on different experiences for those older people:

Race – there are significant disparities between ethnic groups in wealth, debts and pensions, in home ownership and levels of poverty with Black and Minority Ethnic groups likely to be disadvantaged in comparison with White.

Sex – there are significant differences between men and women as people age with a large pay gap for people aged 50 onwards, employment rates lower for older women compared with men, disparities in preparedness for a comfortable retirement.

Sexual Orientation and Gender Reassignment – Lesbian, Gay, Bisexual and Transgender people are more likely to report poor self-rated health and more likely to have a long-term illness.

Disability – people with a physical and/or learning disability are more likely to have a shorter life expectancy, less likely to work aged 50+ due to ill health or disability. Although not all older people are disabled, the chance of having a functional impairment increases with age. Inequalities that have been exposed by COVID have disproportionately affected older adults compared with other age groups.

Employment – almost one in three key workers are over 50; people aged over 50 who have lost their jobs are more likely to suffer long term employment and many have in effect taken involuntary early retirement.

Digital Exclusion – digital communication has increased amongst 50-70 year olds in lockdown, but many activities, services and information sources have moved exclusively online, creating a risk of exclusion for older people without digital access, digital literacy or experiencing data poverty.

Ageism – Older people make a significant contribution to society and the economy. However, negative stereotypes have reinforced an ageist narrative of older people portraying them as expendable, frail and vulnerable. Ageist stereotypes can negatively impact on the ageing process.

We will focus on seven priorities

1. **Accessibility - to places, buildings, services, and assets including digital accessibility and inclusion.**

2. **Things to do – community assets, culture and the arts.**

3. **Safety and belonging – enable older people and communities to feel safer and to have a deep sense of belonging.**

4. **Getting about – reliable and well-connected public transport, cycling and walking.**

5. **Age Friendly Housing – meet the needs of older people with options for the future of age friendly homes and options.**

6. **Stereotyping - challenge ageist and negative, culture and practice.**

7. **Involvement and engagement - ensure that older people and communities are fully engaged and involved.**

Improve accessibility to places, buildings, services, and assets including digital accessibility and inclusion.

Policy Direction

Develop interventions to plan and design the built environment and public spaces with awareness of the needs of – and in consultation with – older people, recognizing their diversity. To support ageing in place, initiatives to create age-friendly outdoor environments focus on retrofitting existing neighbourhoods in addition to following good practice in the design of new neighbourhoods.

Action Plan 2023-24			
Action	**Short Term**	**Medium term**	**Long Term**
To improve access to green and blue facilities	Review green and blue spaces	Focus on specific parks and water ways	cascade changes to all green and blue space
Improve Towns to become Age Friendly Places	Age friendly accessibility with services and businesses with recognition of cultural barriers	Improve moving around towns	work with planners and business improvement districts
Improve digital accessibility and reducing digital exclusion	older people info on Live Well site	Increase awareness of digital access	increase knowledge and confidence to access digital and other resources
Progress Measures			

Positive feedback, Easy access to community, Less traffic, Accessible parking, More people getting out (including mobility aids).

Improve awareness and access to community assets, culture and the arts.

Policy Direction

Develop interventions to promote older people's participation in social life and to combat loneliness and isolation. This can be achieved by creating, maintaining, and promoting supportive environments that enable social interaction and active lifestyles and by providing opportunities for meaningful social activities that encourage older people to leave their homes and maintain supportive social networks.

Action Plan 2023-24

Action	Short Term	Medium term	Long Term
Raise awareness of activities in Calderdale	Promoting activities that support 5 ways to wellbeing	mapping existing directories of things to do which recognise cultural barriers	broader directory developments
Ensure activities in Calderdale are inclusive for all older people	Second phase appreciative enquiry	promote co-designed age friendly and dementia friendly activities which offer a range of cultural alternatives	integrating older people into activities across the age range across diverse communities
Promote healthy activity, nutrition and connections	Increase healthy eating and food provision	promoting volunteering opportunities	Provide more opportunities for volunteering

Progress Measures

We know each other and who does what and our individual expertise, Increased usage of local services, People know of and recommend local services from own knowledge, awareness of places of places open to all abilities, people independent for longer, more activities.

Enable older people and communities to feel safer and to have a deep sense of belonging

Policy Direction

Develop interventions to create environments that are socially inclusive places, where all people – regardless of age, gender, social position, health or disability – are respected and have opportunities to participate and contribute. To enhance equity, it is crucial to complement population-based interventions with targeted efforts, reaching out to people most at risk of poor health and exclusion, understanding their specific needs and promoting their health and quality of life.

Develop interventions to make better use of the potential of ageing societies by creating more and better opportunities for older people to engage in political, economic and public life and to increase employment, social engagement and volunteering opportunities for older people.

Improve the availability of reliable and well-connected public transport, and safe cycling and walking routes.

Policy Direction

The goal of interventions in this domain is to promote safe, accessible, appropriate and reliable transport services and infrastructure for active living. The aim is to enable people to maintain their mobility, independence and connections as they get older.

Action Plan 2023-24

Action	Short Term	Medium term	Long Term
Promote dementia and age friendly communities, places, and services	Increase use of age friendly language in communities, places and services	Raise awareness of the services available to older people with explicit recognition of cultural barriers	Encourage businesses to sign up to become Age Friendly employers
Personal safety of safe homes, and communities	Raise awareness of what makes homes and communities safe	Influence partners to create age friendly streets and public spaces	Influence partners to build age friendly homes and environments
To draw on the strengths of community and neighbourhoods	Improve connections between communities and older people	Recognise the impacts of violence and abuse towards older people	Build a network of age friendly community organisations
Progress Measures			
Number of people signed up; number of people benefiting; higher local awareness; linked up resources.			

Action Plan 2023-24

Action	Short Term	Medium term	Long Term
Promote accessible and safe transport for active living	Raise awareness of age friendly schemes for older people	Education and how to guides to move around Calderdale	Work with planners to improve design drop kerbs etc
Influence transport to increase age friendly approaches	Influencing greater use of access bus (people feel confidence)	Influencing transport providers, bus station and train station to be age friendly	Engage community transport service and taxis
Raise confidence and self-esteem of older adults to get out of their house	Increase befriending, and buddying helping older people to get out.	Promote infrastructure supporting older people to get out.	
Progress Measures			
Completion of Halifax bus station; Less incidents of vandalism; More user-friendly bus stops; Good feedback on what we've done; Fewer complaints; Fewer late buses and trains; More people using public transport.			

Improve housing to meets the needs of older people with options for the future

Policy Direction

The goal of interventions in this domain is to provide adequate, accessible, safe and affordable housing; a more seamless continuum of housing choices; and support for ageing in place through measures modifying the existing housing stock and making newly built houses better adjusted to older people's needs.

Action Plan 2023-24

Action	Short Term	Medium term	Long Term
Improve current housing stock to support people to age well	Adapt current stock to support ageing well	Influence New Stock to include ageing well design	Encourage Specialist Stock to be planned with Aged care provision accessible and equitable for all
Increase awareness of age friendly homes and options	Share what good looks like (stories, case studies,)	Raise knowledge of help for current property, moving options or adaptations	Raise awareness what makes housing age friendly now and for future
To promote independence through health and wellbeing	Reduce risk of falls and health related issues by improving physical and mental health	Increase independence connecting people to services and communities	Ensure effective support for older people with the cost of living crisis and affordable warmth

Progress Measures

Reduction in falls, reducing in moving to specialist housing, more independence, Less complaints, Feedback from people/keep going back, Decreased mortality related to housing, Less formal care, more community specific, Enough extra care/adaptable housing for people who want it, Care homes are an acceptable part of the community/ not institution.
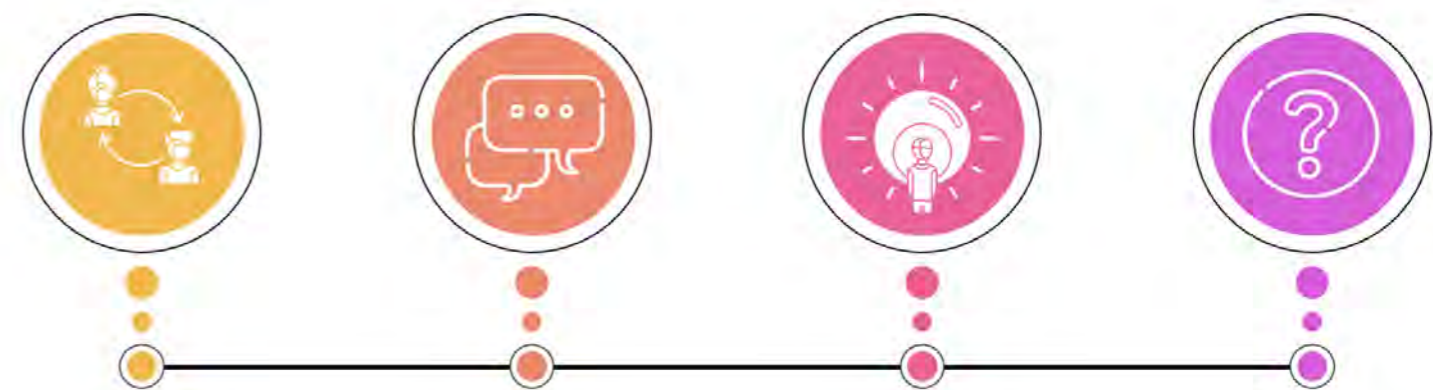
Feedback

Communicating how older people and communities are informing and influencing the Age Friendly programme

Dialogue

Developing approaches that ensure all layers of the Age Friendly programme can engage in sharing ideas and knowledge

Training

Developing capacity in engagement, participation and deliberation techniques in the existing local infrastructure

Learning

Ensuring that learning from this work is 'active', collated, linked back into wider Ageing Well programme and used to inform future plans