

Ageing Well Strategy

2020-2025

Summary

Sept/ Oct 2020 for consultation

Our vision for Hackney- in brief

We are committed to being an age-friendly borough and for Hackney to be a great place to live and grow old in.

Older residents in Hackney want to feel empowered, informed, valued and supported; through age-friendly communities and services and specialist care if the need arises.

The strategy aims to:

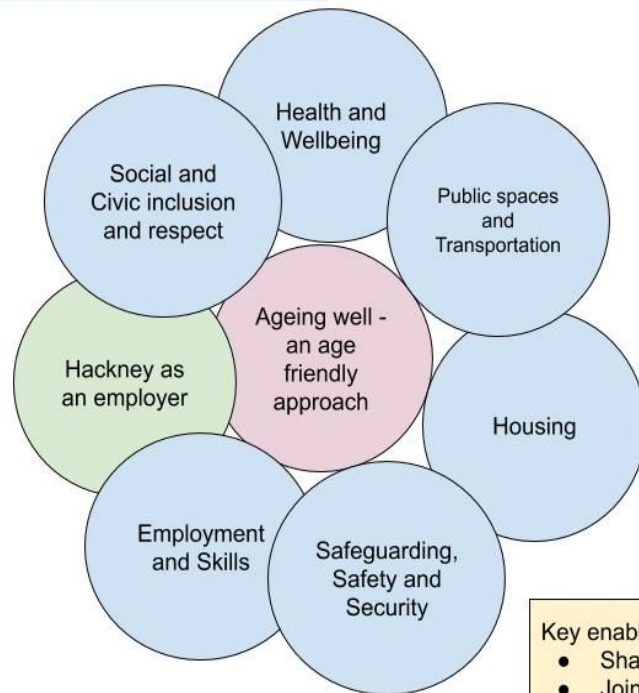
- understand and respond to localised need and interests of older people
- ensure that council services, policies and practice are age friendly
- create a culture shift in how older people are perceived and supported
- influence partners, and the community and voluntary sector to support our shared vision.

How we've developed the draft strategy

1. Taking stock of existing local data and national and international research about older people.
2. Stakeholder mapping and briefing with voluntary and community sector, public services, housing.
3. Informal focus groups exploring what it means to grow old in Hackney.
4. Recruitment of older peer facilitators through HCVS Connect Hackney, trained in community research.
5. Co-design with peer facilitators exploring what we want to find out and talk to residents about
6. Consultation and engagement with our older population (c.400 people were engaged).
7. Analysis: Identifying themes from the consultation and previous research.
8. Solution-focused stakeholder engagement and asking services how they can adapt and change, based on the findings.
9. Recommendations: drafting of strategy with peer facilitators.

Our priorities

Priority areas for ageing well in Hackney



Key enablers:

- Shared approaches
- Joined up working
- Hackney-a place for everyone
- Communication and information
- Continued involvement of older people

Our enablers

Enablers - what needs to happen to support people to age well

Shared approaches

Through approaches such as My Life, My Neighbourhood, My Hackney (previously known as three conversations) and making every contact count (MECC), frontline professionals have a key role to play in supporting residents to feel empowered about their own health and wellbeing.

Joined-up working

Council services should not be working in silos and opportunities for better joined up working and referral pathways should always be actively explored.

Hackney a place for everyone

Hackney should be a borough that everyone feels catered for and welcomed no matter their circumstances. With ambitions to become a dementia friendly borough as well as autism friendly and learning disability friendly, we want to pool resources and make sure that there is one approach that makes the borough a place for everyone.

Communication and information flows

We must acknowledge that not everyone is able to, can or wants to access information online. Although there may be instances where it is not possible, the council and partners must ensure that alternative offline communication and outreach is a core part of any digital inclusion and communications strategy.

Older people's continued involvement

Older people need to be involved proactively as part of this agenda, not reactively. Involvement should not only be in terms of monitoring and oversight on progress of actions identified in this strategy but also in co-design and co-creation of programme activity that is targeted at this audience.

Our priorities - in depth - health and wellbeing

Health and Wellbeing: what older people told us

- Older people shared their concerns about future mental health and physical health challenges and the negative effect that losing independence can have.
- There is limited awareness of what support is available for mental health.
- Residents are happy about GP services in Hackney, but booking systems can be difficult, especially if online.
- There is a perception that there are limited NHS dentistry services and that it can be too expensive to seek treatment privately.
- Caring responsibilities are increasing and older people do not always know where to go for support.
- Quality of homecare can really vary - some services have been excellent and others quite poor.
- Residents valued opportunities to exercise but noted that the cost of access was sometimes a barrier to participation.
- Residents do not know where to go to find information about welfare entitlements.

Our priorities - in depth - health and wellbeing

Health and Wellbeing: what the council will do or influence

What the council will commit to do:

- Undertake consultation and engagement around physical activity for older people, and use this to inform existing provision and the design of future services.
- Undertake a review of the access needs of older people at Hackney leisure centres through the “Hackney a place for everyone” review.
- Explore opportunities for public health campaigns that promote, for example, appropriate screening programmes and foot care advice, taking care to target particular communities where needed.
- Identify what support and training local organisations need in order for staff to be confident in initiating conversations about preparing for later life and end-of-life care, and then provide that training as appropriate.
- Work with and support advice providers to focus on having “what matters” conversations so they pick up broader issues that matter to people and respond to their needs.

What the council will continue to do:

- Continue to monitor and investigate whistleblowing complaints in relation to homecare services.
- Continue to invest in advice and support services for residents.

Our priorities - in depth - health and wellbeing

Health and Wellbeing: what the council will do or influence

What the council will influence through partners:

- Explore what new models of care can be developed and integrated within services through the neighbourhoods programme.
- Explore development of apprenticeships in care settings
- Explore opportunities for discounted leisure centre passes for older residents through membership of Hackney Circle.
- Ensure that the new social prescribing and community navigation model, and a refreshed directory of services includes advice about welfare, debt, advocacy and legal support.
- Reflect the specific mental health needs of older residents within public health mental health services.
- Work with the alcohol and substance misuse service to engage the older population, including outreach and treatment in community settings.
- Influence the carers commissioned services to consider what support provision is available for older carers specifically, including how we increase the identification of hidden carers, and address their individual health needs.
- Make sure that the oral health promotion service works with and trains care home staff to look after their residents' dental hygiene.
- Promote the recovery college provided by East London Foundation Trust, where attendees can access free classes about physical health, wellbeing, mental health and skill-based sessions like improving confidence, activism, and arts.
- Ensure that older people are fully considered within the food justice alliance action plan in relation to food, nutrition and access.

Our priorities - in depth - social and civic inclusion and respect

Social and civic inclusion and respect: what older people told us

- Residents spoke about wanting more opportunities to engage with younger people. For some older people, there is a fear of the younger generation.
- Residents appreciated the range of activities on offer through the voluntary sector, however some commented that this sometimes was not spread well across the borough or not communicated widely enough.
- Social isolation and loneliness was a significant concern for residents and activities such as befriending was really important for those with limited mobility.
- Locality based work is important- older people think about their community more than the borough as a whole.
- Limited awareness of opportunities to input to and influence service delivery and planning, particularly those who are homebound or marginalised.
- Hackney is no longer affordable and new spaces feel unwelcoming for older customers. For instance more places in Hackney have become card only which feels exclusionary. At the same time, some older people feel like others view them as 'money machines'.
- Ageism is very real and has an impact on the treatment of older people.
- Involvement in day to day activities and access to services can be very difficult if english is not a person's first language.
- Gentrification has made many older people feel left behind and they feel there are fewer places to meet and socialise.

Our priorities - in depth - social and civic inclusion and respect

Social and civic inclusion and respect: what the council will do or influence

What the council will commit to do:

- Develop community halls strategy that fully considers and enables the needs and interests of older people in locality based provision.
- Develop resident participation strategy that fully considers the needs and interests of older people in how they want to be engaged.
- Undertake grants analysis of investment in borough that includes consideration of how older people are being supported within different communities and exploring joint up resourcing of investment within the council.
- Develop intergenerational programme opportunities through Young Hackney (youth services), Hackney Youth Parliament, Hackney Young Futures Commission and schools, such as building digital skills and tackling stereotypes of both young and older populations.
- Develop new Young Hackney youth award around intergenerational and community relations work.
- Explore with Young Hackney the utilisation of youth hubs that maximise benefit for older residents, for instance use of IT hubs during school hours.
- Re-launch and better promotion of the community development fund (including the disability access fund), especially within different communities. This is funding available for community activities that Hackney council tenants can apply for that benefit residents.
- Re-launch the Hackney Circle and a new website, a free membership scheme for older residents, which aims to tackle loneliness and isolation in partnership with Hackney's cultural venues, restaurants and cafes
- Develop a new network of organisations that could collaborate on a borough-wide cultural initiative for older residents, via the culture strategy.
- Corporately review the opportunities for older people's involvement in policy making and service improvement, not just in the council but through partners at a neighbourhood level.
- Ensure that cultural events and the broader arts and culture offer build in inclusion of older people and cater for groups that feel most isolated, such as older people who are LGBT or from a black or minority ethnic background.

Our priorities - in depth - social and civic inclusion and respect

Social and civic inclusion and respect: what the council will do or influence

What the council will continue to do:

- Continue to develop uplifting activities for older people to celebrate National Windrush Day and reduce isolation.
- Continue to support older people impacted by migration policies such as through the Windrush Justice Fund and applying for EU settlement.
- Continue to support and promote independent lunch clubs serving older people across Hackney.
- Continue to ensure that the services provided by libraries is linked in to our broader cultural offer.

Our priorities - in depth - social and civic inclusion and respect

Social and civic inclusion and respect: what the council will do or influence

What the council will influence through partners:

- Undertake grant analysis of the role of the voluntary and community sector in prevention.
- Build on the success of neighbourly volunteering and advocacy and how this can be maintained and supported across neighbourhoods through asset-based development models.
- Build on intergenerational activity between Anchor Hanover extra care housing tenants and nurseries supported by Hackney Learning Trust and facilitate sharing with other housing associations.
- Ensure that the recommissioning of the City and Hackney wellbeing network includes specifications around reducing social isolation and loneliness.
- Ensure that as part of the integrated care agenda, the role of community navigators and social prescribers in relation to social isolation and loneliness is considered.
- Review the learning from Connect Hackney's legacy plan and incorporate into commissioning decisions.
- Work with Hackney Works, the Business Employer Network and Social Enterprise Partnership to raise awareness and deliver training around ageism and the impact of this in recruitment and customer service.
- Review business toolkit which is a delivery mechanism of business objectives and what the council expects of businesses and highlight the importance of equality and tackling ageism.
- Produce guide for businesses and services operating in Hackney of what makes an inclusive and welcoming space. This would include a guide that is age-friendly, autism friendly, learning disability friendly and dementia friendly.
- Explore opportunities to address older people's needs through regeneration and local area plans, for instance the social value role that businesses could play when based on estates.

Our priorities - in depth - housing

Housing: what older people told us

- Older people are worried about increasing electricity and heating bills.
- Residents lack information around how to downsize and what adaptations are possible.
- Residents without internet access feel excluded from the online choice based lettings bidding scheme.
- There can sometimes be difficulty in securing a repairs appointment in a reasonable amount of time.
- Home owners are concerned about service charges increasing against a fixed income and fear being exploited by private repair services.
- Older people are finding their needs are changing in regards to mobility and use of stairs but do not understand what housing options they have.

Our priorities - in depth - housing

Housing: what the council will do or influence

What the council will commit to do:

Ensure that the new homes Hackney Council builds are designed and specified with older people's aspirations and needs in mind

- Investigate the views of some older people that 'new build homes are too expensive and not for older people' by comparing costs for social housing residents, looking at how schemes are marketed, and researching what affordable options are available.
- Explore opportunities for co-designing new build homes with older people and regeneration designers and programme managers.

Ensure that refurbishment works that Hackney Council carries out on older homes are scoped and specified with older people's aspirations and needs in mind.

- Review our specifications as part of our internal and external works contracts to maximise opportunities to improve their accessibility for and suitability to older people, within existing building design limitations, and available budgets.
- Review our specifications for voids in the housing stock to maximise opportunities to improve their accessibility for and suitability to older people, within existing building design limitations, and available budgets.

Our priorities - in depth - housing

Housing: what the council will do or influence

What the council will commit to do:

Enable older residents in all tenures to make the best housing choices for their needs

- Work with external researchers to understand the health-related and financial impacts of downsizing and moving older social housing tenants to new homes/new build flats.
- Recruit to the post of an officer whose role will be targeting and engaging identified under occupiers, promotion of mutual exchange, using homefinder to facilitate moves out of the borough and encouraging downsizing where appropriate. This would be a hand holding service designed to improve the downsizing offer for residents who want to move.
- Benchmark the Council's current disabled facilities grant process and make recommendations to improve customer experience, lead times, promotion and access to the grant.
- Develop training and information packs for frontline workers (occupational therapists, social care workers, private sector grant officers) who work with older people to ensure that older residents are made aware of the various housing options available to them and some next steps.

Our priorities - in depth - housing

Housing: what the council will do or influence

What the council will commit to do:

Ensure that older people are supported with their housing needs

- Explore opportunities to deliver an in-house repairs service offer that homeowners and private renters can request at cost.
- Promote the fuel poverty and energy advice service that Hackney council provides, including affordable warmth grants and a scheme that offers free home insulation for privately-owned and rented homes.
- Establish a quarterly partnership forum for older people to review projects and programmes that are ongoing.
- Review housing with care and shared lives home arrangements and ensure that Hackney's accommodation based care delivers services which are person centred.
- Ensure that the delivery of Hackney's housing strategy incorporates the needs of older people more widely.
- Ensure that the rough sleeping team considers the particular needs of older people who are rough sleepers by increasing support, with a greater focus on providing pre and post- tenancy support, including floating support.

Our priorities - in depth - housing

Housing: what the council will do or influence

What the council will influence through partners:

- Strengthen joint working between housing services and health partners.

Support older private renters

- Explore options for targeting information and advice to older private renters to ensure they know their rights, the grants available to them, and what they should do should a dispute arise with a landlord.
- Lobby against high street lenders that offer Buy-to Let mortgages that discriminate against those on pension credit and other benefits.

Support evidence-based innovative forms of housing for older people

- Encourage innovative housing schemes such as intergenerational developments or community led housing where they have been developed based on older people's input and aspirations.

Our priorities - in depth - public spaces and transport

Public spaces and transport: what older people told us

Public spaces:

- Traffic lights do not turn green for long enough for people with limited mobility to walk across the road.
- Older residents spoke about fears of falling while out or because of cyclists or due to hazardous objects obstructing the pavement.
- The lack of accessible public toilets and street seating in the borough means that some older residents are unable to go out for long periods of time.
- Some older residents do not feel safe and are scared of being a victim of crime, especially around scams.

Transport:

- Older residents enjoy the use of freedom passes which has allowed for independence and freedom to move around the borough.
- Services such as dial a ride and taxi card were seen as lifelines but poor quality of service due to cancellations, late arrival or inconvenient pick up times.
- Residents spoke about how bus drivers don't always park right by the kerb and drive off before commuters have had a chance to sit down.
- Older residents spoke about the importance of good transportation in being able to access social activities.

Our priorities - in depth - public spaces and transport

Public spaces and transport: what the council will do or influence

Public Spaces:

What the council will do:

- Develop and distribute a toilet map of the borough that includes toilets maintained by Hackney Council.
- Develop a public campaign around pedestrian and cyclist behaviour and safety.
- Explore how residents can feedback to Public Realm on how accessibility can be improved, for instance particular areas that require traffic light countdown timers.
- Involve older people in designing parks and green spaces that enable them to access, enjoy and fully participate in them.
- Review suite of furniture used by Public Realm, such as public benches and ensure that new products are fully accessible and meets the needs of older residents.
- Ensure enforcement powers for obstructions to pavements, for instance dockless bikes parked on the pavement.
- Ensure that new planning proposals and delivery by developers have mechanisms in place to consider older people's needs.
- Build in opportunities via the Hackney an accessible place for everyone programme, for planning consultations to have 'planning for real' exercises that involve walking around the borough with residents and considering accessibility concerns.

What the council will influence through partners:

- Work with members of our Hackney Business Network and Social Enterprise Partnership to sign up to and launch a 'time to rest and use the loo' campaign, where older residents can use toilet facilities and take the time to rest in shops and restaurants without pressure of purchase.

Our priorities - in depth - public spaces and transport

Public spaces and transport: what the council will do or influence

Transport:

What the council will do:

- Convene a forum around transport with older people and bus franchises that operate in Hackney.
- Review fleet of council managed transport and potential for this resource to be shared by other council services for the benefit of older residents.
- Review grant funded community transport provision and how benefits can be maximised for older people, as well as explore new forms of community transport such as cycle taxi services and discounted taxi services.

What the council will influence through partners

- Lobby for training for bus drivers on passenger comfort and access.
- Work with TFL to feedback views of older people on services like dial a ride and taxi card.

Our priorities - in depth - employment and skills

Employment and skills: what older people told us

- Lack of awareness on how to access training opportunities to 'broaden the mind'.
- Where residents did want to work, they have found employment services to be judgemental and there is difficulty in finding a job, especially where they had additional needs.

Employment and skills: what the council will do or influence

What the council will commit to do:

- Explore a 6-month traineeship programme through Hackney Works that embeds key functional skills qualifications, and improves employability skills through training and a work placement over a sustained period.
- Build into Hackney Works' employment and skills plans an expectation that businesses will maximise social value through a focus around older people.
- Identify opportunities for older residents to volunteer through council activities, such as at Hackney culture events.
- Pilot work to co-design employment support tailored for older people to tackle age related barriers to employment which are already identified.
- Explore how to support local employers to create healthier workplaces for older people using the London Healthy Workplace Award framework.

Our priorities - in depth - employment and skills

Employment and skills: what the council will do or influence

What the council will influence, through partners:

- Facilitate opportunities for expanded learning opportunities and education for older people, such as intergenerational 'tech and learn' sessions between older and young people to build digital skills.
- Work with partners such as the Job Centre in raising awareness of ageism and stigma.
- Support the promotion of structured volunteering programmes by working with organisations such as Volunteer Centre Hackney and St Joseph's Hospice as well as our future work on volunteering in parks and green spaces.

Our priorities - in depth - safeguarding, safety and security

Safeguarding, safety and security: what older people told us

- Fear of young people when walking outside.
- People are scared of being scammed online, over the phone and at the door.
- Sometimes the front gates of a building are kept open which leaves tenants vulnerable to strangers.

Safeguarding, safety and security: what the council will do or influence

What the council will commit to do:

- Develop a public campaign around protection against digital and telephone scams.
- Develop a public campaign raising awareness of adult social care safeguarding concerns, particularly around financial management and neglect.
- Raise awareness with frontline professionals about working with older people and safeguarding needs such as neglect, financial management, fraud, internet safety and domestic abuse.
- Undertake survey to identify social housing residents who may need additional and specific support in the event of an emergency evacuation or may do so in the future.
- Review council and community response to covid-19 and lessons learnt in relation to protecting and supporting vulnerable residents in emergency situations, ensuring that older people are at the heart of these discussions.
- Improve awareness of abuse within all communities through partnership working with grassroots community-based organisations and tailor awareness raising to the needs of individual communities through a range of channels including training, campaigning, social media and mainstream media.

Our priorities - in depth - safeguarding, safety and security

Safeguarding, safety and security: what the council will do or influence

What the council will continue to do:

- Continue to explore how assistive technology might help individuals live independently, healthily and confidently, and be able to access the right services for them.
- Continue to invest in community safety services and work across our services in partnership with the community, police and voluntary sector to divert people away from crime, create meaningful opportunities and keep residents safe.
- Continue to identify vulnerable residents and ensure that support mechanisms are in place through the resident sustainment team.
- Continue to ensure that our response to violence against women and girls acknowledges and addresses the barriers faced by all victims of VAWG, and that professionals develop an intersectional approach that recognises the unique experiences of victims and survivors.

What the council will influence, through partners:

- Work with police around racial profiling and respect in relation to older people.

Our priorities - in depth - Hackney as an employer

Hackney as an employer: what employees told us

- It isn't always clear at what age people can retire and what the options are for phased retirement.
- There isn't enough conversation with managers about manual based work and how staff continue to manage this and want to be supported as they get older.
- It is not always clear what benefits are available for staff in regards to supporting their mental and physical health.

Our priorities - in depth - Hackney as an employer

Hackney as an employer: what the council will do

Policy and process:

- Monitor recruitment by age, as part of understanding our workforce through data.
- Review all related policies and guidance, such as planning for retirement and flexible retirement, understanding pensions and reasonable adjustments and add a dedicated page for age related topics on the intranet.
- Continue to review work related risk assessments, for instance are there risks/impacts on some older workers because of the nature of the work.
- Continue to explore redeployment processes for age related reasons, for instance where there are ongoing physical demands of a job.

Raising awareness:

- Develop an in-house training course to managers on managing and supporting an ageing workforce.
- Continue to raise awareness with managers on topics such as dementia and menopause and how to support staff through reasonable adjustments, flexible working and staff forums.

Better promotion:

- Better promote the well being services available to all staff.
- Promote advice on looking after health and wellbeing; and awareness raising of topics like: exercise, sleeping well, nutrition, managing stress, stopping smoking.

Monitoring and oversight

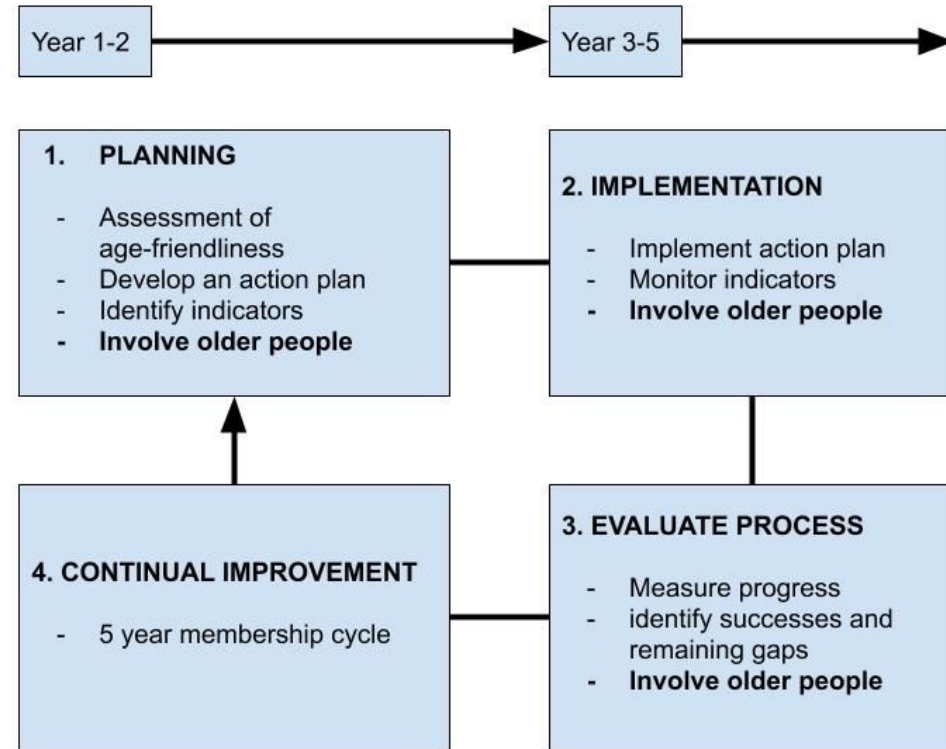
Once this strategy is formally adopted, an action plan will be developed and will prioritise deadlines and the implementation of actions, identified in this document, based on immediate opportunities, drivers and needs. This is especially important as the strategy is working across a whole system and is a living document that can change according to the need at the time.

The development of this Ageing Well Strategy also includes the objective of becoming a member of the World Health Organisation's (WHO) Global Network of Age-friendly Cities and Communities (GNAFCC). Once a member of GNAFCC, Hackney Council will be committing on an ongoing basis to developing policies, services, settings and structures that support and enable people to age actively. Membership of the Network will enable Hackney to benefit from an exchange of information and experience between cities and communities across the globe. It will also enable Hackney to access information on best practice for developing an inclusive and accessible community and good public spaces. Continued membership of WHO's network requires the pursuit of improvements against indicators from a range of domains from outdoor spaces and buildings, through to transport, social and civic participation, communication and information, and respect and social inclusion. We will be using this framework of indicators, in addition to completion of the actions noted throughout this strategy as measures of success.

Monitoring and oversight

In order for this strategy to be truly transformational, there are two areas of focus:

- Governance led by older people will be set up to monitor this work and actions that require co-design will be identified and delivered, ensuring that older people remain fully engaged and part of this process of change.
- a regular reviewing framework will be developed that will monitor progress and report to the community. This strategy is five years to account for the five year World Health Organisation continuous cycle (see diagram). As the cycle is a rolling one, at the point of adoption, we will be able to move through and start at the implementation phase. Reviews will be conducted annually, with outcomes available to the community through a learning workshop. Hackney Council will also report progress to the Global Network for age-friendly communities and cities and report frequently to both the cabinet lead with responsibility for the ageing well strategy and the mayoral advisor on older people.



About the consultation - questions

The development of this strategy has fully involved residents and stakeholders from the beginning. We now want to test the strategy through a public consultation to make sure there is nothing in the language or framing that residents are concerned about.

Questions for the public consultation

- **We are asking about people's impressions of each of the priorities in the draft strategy:**

1. Do you think we have focused on the right things?
2. Is there anything big missing?
3. How could we improve this section?

- **We are asking about people's overall view of the draft strategy.**

Based on your lived experience as an older person in the borough or someone with an interest in ageing well, please tell us about:

1. Any big issues that you think are missing from the Strategy?
2. Any other suggestions on how we could improve the document overall?