

DRAFT: Hackney's Ageing Well Strategy 2020-2025

Supporting older people to age well in Hackney

Contents

Foreword	3
Acknowledgements	4
Our vision for ageing well in Hackney	4
What will this strategy do	5
Guiding principles- overview of our approach	6
Co-production approach	6
Working with partners and stakeholders	6
Hackney Council as an anchor institution and the impact this has	7
Global Context	7
Decade of healthy ageing 2020-2030	7
Impact of coronavirus disease- Covid-19	8
National and local context	8
Financial challenges	9
Integration between health and social care	9
Adult social care reforms	10
Increased pension age	11
Appointment of mayoral advisor for older people	11
Interface with other strategic priorities	11
Profile of older people	12
The Hackney profile	12
What factors impact on ageing well?	14
Gender	14
Race and Ethnicity	14
Sexual orientation	15
Health and wellbeing	16
Caring responsibilities	16

Socio-economic factors	17
What is the council going to do?	17
Key enablers for an age friendly borough	18
Shared approaches: what the council will do	19
Joined up working: what the council will do	19
Hackney a place for everyone: what the council will do	20
Communication and information flows: what the council will do	22
Continued involvement of older people: what the council will do	23
Strategic priority one: Health and Wellbeing	24
Strategic priority two: Social and civic inclusion and respect	26
Strategic priority three: Housing	30
Strategic priority four: Public spaces and transport	34
Strategic priority five: Employment and skills	36
Strategic priority six: Safeguarding, Safety and Security	38
Strategic priority seven: Hackney as an employer	40
Monitoring and oversight	41
Appendix: Acknowledgements in detail	43

Foreword

Hackney is a great place to live and we want to make sure that it is also a great place to grow old in. A strategy that focuses on the needs and interests of older people in Hackney is long overdue and we are pleased to be focusing our attention to where it should be; not just listening to what older people are saying, but actively working with them to create change through co-production.

The diversity that exists in Hackney is one of our borough's greatest strengths, and recognising that this diversity still exists as people age is essential. Not every older person is supported through social care, but some are. Not everyone is retired or seasoned marathon runners or volunteers and carers, but some are and continue to be. Part of changing the narrative is greater recognition that older people continue to give back to their communities and are supported in varied and different ways. One of our greatest community assets are our older residents. What we have found through the development of this strategy is that; stories matter, context matters, and you can not look at one element of a person's life without it being interlinked to another area in that person's life. For instance, mobility can be impacted by the quality of footcare; personal hygiene impacted by housing adaptations that enable a person to wash safely; volunteering impacted by the lack of social and civic inclusion and access to information. This strategy looks at a range of different areas, but they are all interconnected in some way and should be considered in the round.

What creates challenges for older people is not by virtue of being an older person. Challenges exist because of the way that society is run and organised. There is work happening all over the world to make places more age-friendly and to create cultural shifts in how older people are perceived, engaged, involved and treated. Our ambition to be guided in part by the World Health Organisation's framework on this, means that we are able to incorporate best practice from the get go and learn from other places on how they make their cities and communities welcoming, accessible and inclusive for older residents. By joining this global network, we are also adding another driver for accountability and placing a key focus on this agenda.

Work on the ageing well strategy was in development prior to the start of covid19, but the challenges faced show how important it is for Councils to be responsive and flexible in order to truly build back a better Hackney. This strategy is not static; the resulting action plan will be a living and responsive document that can adapt and change as needs be and the implementation will continue to involve older people through co-production and governance.

We want the saying '*nothing about us, without us*' to ring true in all of our Council work. In order to tackle the challenges of attitudes, service barriers and access, the conversation needs to continue and action needs to involve everyone, with older people at the heart of all of it.

Cllr Christopher Kennedy, Cabinet Member for Health, Adult Social Care and Leisure

Cllr Yvonne Maxwell, Mayoral advisor for older people

Acknowledgements

We are grateful for the input, insights and feedback shared by the community engagement facilitators supported by a community engagement coordinator, residents, Connect Hackney and all stakeholders who have helped shape this strategy. We share full acknowledgements of support from groups who generously gave us their time to host focus groups or contributed to discussions in the appendix. Thank you all.

Our vision for ageing well in Hackney

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.

Hackney is a place where everyone should be able to enjoy and lead healthy, active and fulfilling lives and this ambition should be no different as we get older.

Growing older is a natural part of the life course process and as people increasingly live longer, actively ageing well for as long as possible is important. This means ageing in a way that promotes as much independence, dignity and participation. We want to remove barriers that older people experience but also enable opportunities and conditions in which older people can flourish in Hackney.

Older people are assets to the community and make a significant contribution working, providing informal care, volunteering locally, including as advocates and activists, boosting up the economy with spending as well as producing and running businesses, and using their varied experiences to advocate for, nurture and connect communities.

Part of ageing well is preparing well. We know that ageing is a very individual experience that looks different for everyone and we do not want to place an arbitrary definition of what age an 'older person' is defined as. At the same time, we do want residents to feel prepared for their later years and therefore want to encourage better and more informed individual decision making about how an individual can age well at earlier points in life. Because of this reason, this strategy considers Hackney residents aged 55 and over.

What will this strategy do

This strategy is about catering for the very wide range of people aged 55+ through age friendly policies, building a community that values and includes older people, benefits from their contributions and supports them in their later years.

While we know that at certain points in a person's life, extra support may be needed and the state has an important role in this, there does need to be a culture shift and changing societal attitude around how older people are perceived. This population are fully capable, economically significant citizens in charge of their own lives and valued and important community assets.

We want this strategy to be used as a resource by council services, providers, the community and voluntary sector, businesses, health systems and other stakeholders in order to understand the localised needs and interests of older people living in the borough. We want this focus to be as much about realising opportunities as it is about addressing issues.

While this strategy is primarily focused on what Hackney Council will do to support older people to age well, a crucial part of this is the joined up working with partners and the local community that can enable and support this shared vision. We want to lead by example and use our influence and levers to promote a more age-friendly Hackney and learn from best practice elsewhere. This strategy aims to future proof services in Hackney as older populations will continue to increase in the future, so that policy and delivery always reflect what is required.

Guiding principles- overview of our approach

Three key principles guided the development of this strategy:

Co-production approach

Co-production for this programme of work meant that the council and residents shared power to design, plan and agree the context of this strategy. We worked with Connect Hackney (Hackney Council for Voluntary Services) to recruit and train five older residents as community engagement facilitators to co-produce the strategy. Using a peer research model, the community engagement facilitators worked with the council to look at the evidence base of local and national research and data collected about older people, designed the questions to ask in the engagement phase, ran focus groups and 1:1 interviews with residents, planned and facilitated a stakeholder workshop, considered what the priorities and focus of the strategy should be and agreed the draft. The facilitators were supported by a coordinator and were trained to deliver consultation and engagement.

Using this approach, we spoke to approximately 400 Hackney older residents either through one to one interviews, focus groups or online submissions. We wanted to find out what residents' needs and interests were in the context of ageing well. We went along to exercise classes, open house sessions, resident participation forums, carer support groups, cultural specific gatherings, the winter warmer, lunch clubs,, estate based pensioner groups and residential care settings. We spoke to working older people and those who have retired, older carers and those who are supported through social care, home owners and social housing tenants, keen gardeners, exercise fanatics and life long volunteers, to name but a few of our diverse residents.

Working with partners and stakeholders

We acknowledge and value the importance that other actors play in leading and supporting the ageing well agenda and ensured that their views and concerns were captured in the development of the strategy. This is particularly key as ageing well is a cross cutting topic that requires joined up working, personalised approaches and localised responses. We consulted both council services and external stakeholders such as the community and voluntary sector, local health systems and housing providers in order to understand what they would like to see in the strategy. As part of the learning process, we also hosted a solution focused stakeholder workshop attended by 60 stakeholders to look jointly at possible solutions to the ageing well agenda.

Hackney Council as an anchor institution and the impact this has

Anchor institutions are organisations that have a significant influence on the health and wellbeing of a local community through their sizable assets. Given this, they can be a key voice in where and how resources are spent. Hackney Council can be considered an anchor institution as it is a large employer and therefore plays a part in considering its own ageing workforce. The council is a purchaser and commissioner and therefore has impact on quality and delivery of services and where some resources are targeted. Finally the council is also a planner and developer which holds significant scope in exploring how assets are used in ways that address resource gaps in communities and support residents to live healthy lives. In developing this strategy, we had to consider all the roles the council plays in the local community and how maximum benefit to older people could be achieved.

Global Context

Decade of healthy ageing 2020-2030

The World Health Organisation (WHO) have said that between 2015 and 2050, the proportion of the world's population over 60 years will nearly double from 12% to 22% and that globally, the number of older people is growing faster than the number of people in all younger age groups. WHO have committed an agenda to a '*decade of healthy ageing 2020-2030*' which aims to achieve concerted and sustained collaboration with member states to foster healthy ageing which will shift population ageing from a challenge to an opportunity¹. Globally, the pace of population ageing is much faster than in the past and this demographic transition will have an impact on almost all aspects of society.

Alongside emerging plans for '*the decade*', the World Health Organisation have also established the Global Network for Age-friendly Cities and Communities to connect cities, communities and organisations worldwide with the common vision of making their community a great place to grow old in. The Network focuses on action at the local level that fosters the full participation of older people in community life and promotes healthy and active ageing. The mission of the Network is to stimulate and enable cities and communities around the world to become increasingly age-friendly. London as a city has signed up as a member of this network and Hackney Council intends to do so as well to commit work at a local level. Joining the network is also an opportunity to learn from best practice on global programmes to support older people to age well.

¹ [World Health Organisation: ageing and health](#)

Impact of coronavirus disease- Covid-19

The ageing well strategy is being developed at a time where a global pandemic is underway. Coronavirus disease (COVID-19) is an infectious disease caused by a newly discovered coronavirus and its impact is significant and fatal, with increased risk to people with underlying health conditions and/or who are older. As the pandemic continues to unfold, there is a need to ensure that this strategy considers how in times of emergency, community and statutory bodies are resourced, organised and coordinated to protect and support older residents as much as possible. The community response through neighbourly volunteering has been hugely successful and it is important to look at how to nurture and continue this form of informal support as well as how to manage the impact that covid has on the lives of older people; through this strategy and other vehicles for change. We know already that this disease has affected older people in the following ways:

- Older people are most likely to be digitally excluded. During this crisis older people risk not being able to tap into formal and informal support now delivered online and language barriers remain a concern.
- According to the World Health Organisation those who have been infected by Covid-19 are likely to be more susceptible to infection and diseases in future. We share the concerns of Cancer Research UK about long-term serious illnesses and excess deaths from other diseases undetected or untreated during this crisis.
- Social isolation and loneliness and the impact on mental health is likely to become even more profound.
- Concern around the increase of scams and challenges as some older people are not able to go to the cash machine during periods of lockdown and shielding, and therefore there are additional security risks around access on their behalf.

National and local context

Currently, there is a lot of local activity and transformation happening within and between systems in the borough, as well as being set against a backdrop of national policy and legislation related to ageing well. Because of this local activity, there is a lot of opportunity to look at how the needs and interests of older residents could be better met through culture and service change, which is what this strategy aims to deliver and enable. At the same time we must acknowledge how stark the challenges facing local government and other sectors are in managing an ageing population and supporting the health and wellbeing of all residents. This places

limitations on what can be fully achieved without governmental commitment and resource allocation.

Financial challenges

Adequate local government finance is essential for the continued functioning of public services. Hackney Council has faced some of the highest levels of cuts in the country with a reduction of £140m in core funding since 2010 and the current pandemic has also impacted on council budgets. The front-loaded nature of ongoing cuts has meant a greater pressure on service delivery across the board, meaning that there is less available funding despite a greater need for it. In order to meet new and greater responsibilities with decreased funding, we will need to continue to creatively change the way we support older people to remain active.

Integration between health and social care

The NHS Long Term Plan published in 2019 sets out an ambitious trajectory for health services for older people living with frailty and multiple long term conditions. The plan recognises that a growing and ageing population will inevitably increase the number of people needing NHS care and the intensity of support they require. In addition the government is committed to a more joined-up integrated care and support service that will lead to a seamless, efficient and more person-centred experience with better outcomes for residents. While an integrated care agenda that recognises the importance of local and relevant delivery of services is welcomed, there remains cause for concern around organisational and financial plans for the NHS which looks set to be reformed ahead of and out of step with reforms to social care, which remain currently unknown. The risk here is that when reforms occur, proposals for social care are shaped to fit within a model that has been designed on medical and health care by default, rather than social care.

Despite this unknown, Hackney partners and providers are moving towards an Integrated Care System by April 2021. Since 2017, health and social care organisations in Hackney and the City of London have been working together more to try to improve residents' health and wellbeing. The local organisations that commission (plan and buy) health, social care and public health want to join-up these services more around people through integrated commissioning. There are three workstreams that are involved in this work related to older people:

- Planned care: the Planned Care workstream focuses on continuing health care, transforming outpatient services and improving community services.
- Unplanned care: The key objective is to bring together partners to create services that meet people's urgent needs and support them to stay well.

- Prevention Care (population health hub): This workstream aims to take early action to avoid or delay future poor health and support and enable people to take control of their own physical and mental wellbeing.

An important and related aspect of the workstream is the neighbourhoods programme which is a neighbourhood model of care in City and Hackney that will provide joined up health and social care services across eight neighbourhood areas defined around GP practice populations of 30-50,000 people. Neighbourhoods will bring a number of services together to provide support for patients with complex health and social care needs and work with wider community services to support prevention and keep people healthy where possible. Priorities include:

- supporting the development of primary care networks and digitally enabling primary care and outpatient care through a Directory of Services.
- ongoing transformation of community health and care services to deliver neighbourhood services.
- transformation projects around adult community nursing, adult community therapies, adult social care, community mental health services, and dementia.
- implementation of an anticipatory care service, which will build on the proactive care services in primary care and will also include wider community partners.
- working with voluntary sector and borough partners to ensure that neighbourhoods provide the platform for addressing the wider determinants of health through a place based approach.
- developing a model of community navigation to support people to make the most of local community assets to manage their own health and wellbeing, a focus on this is also around reducing social isolation at a local level.
- Establishing multi-disciplinary teams of professionals across primary care, social care and mental health to support residents at a local level.

Adult social care reforms

The Dilnott review published in 2011 set out a number of recommendations for changes to the funding of care and support in England for current and future users of social care services. These proposals have been put on hold by national government since 2015 alongside the delay of the long awaited but yet unpublished social care green paper. The lack of mention of planned legislation in the Queen's speech (December 2019) has meant that social care has still not become a high enough priority for national government and as a result has severe consequences for local delivery. In the context of the ageing well strategy, despite the lack of reform and funding, Hackney services continue to innovate and creatively look at delivery that enables independence and resilience. We want to continue to help people to stay

well and support better prevention of problems before they arise, rather than only stepping in when things go wrong.

Increased pension age

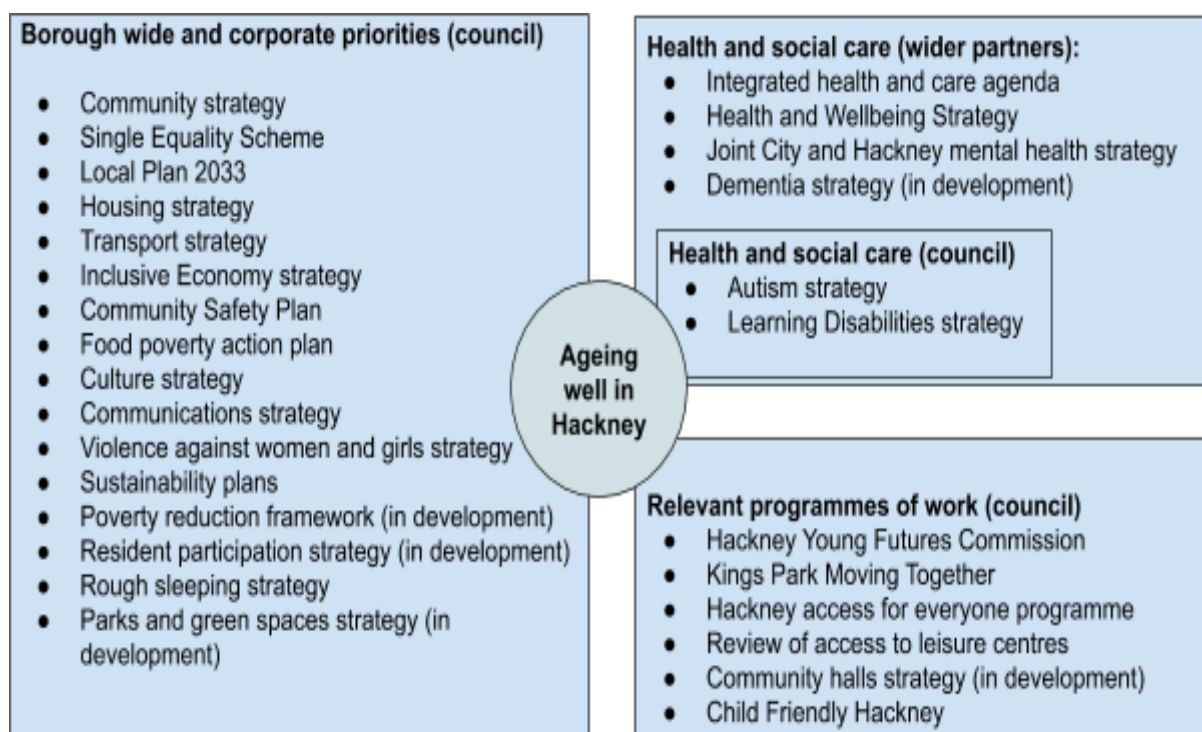
From 2019, the State Pension age increased for both men and women to reach 66 by October 2020 and will rise to 67 between 2026 and 2028. This increase in age will impact on financial retirement planning for many older residents as well as a need to stay in work for longer due to need and not necessarily want.

Appointment of mayoral advisor for older people

In early 2020, the mayor of Hackney made a decision to appoint a mayoral advisor for older people that would drive the work around the ageing well strategy in Hackney. This is a welcomed step in raising the profile of older people's needs and interests across the council and ensuring that the ageing well agenda is kept at the forefront of decision making that impacts residents.

Interface with other strategic priorities

There are a number of council strategies that will interact with and complement this ageing well strategy, displayed below. There are solid opportunities for cross council working to ensure that the needs and interests of older people are taken into consideration through developing and existing programmes of work, so that no plan is made without considering inclusivity in the round and how all residents may be impacted, including older people.



Profile of older people

The Hackney profile²

- As of 2018, 279,554 people lived in Hackney³. 15% of people in Hackney are over 55 years old (42,219) and 7.6% of people in Hackney are over 65 years old (21,105). A breakdown of age brackets for over 55 is below⁴:

Age Bracket (55 to 90+)	55-59	60-64	65-69	70-74	75-79	80-84	85-89	90+	Total
Population number	12,068	9,046	6,891	5,271	3,598	2,805	1,585	955	42,759

- The number and proportion of older people aged 65 and over in Hackney will rise steadily over the coming years reaching 23,426 by 2025 and 32,249 by 2037⁵.
- The average age of life expectancy for men in Hackney is 78.8 and

² Profiling the needs of older people in Hackney (London Borough Hackney, 2015)

³ ONS June 2018, Mid-year Estimates

⁴ [Hackney Facts and Figures, September 2019](#)

⁵ GLA Round SLAA-based population projections, 2013

82.9 for women.

- Hackney has proportionally more older people of White British and Black Caribbean origin, but fewer from Other White, Asian or Black African communities.
- Nearly two thirds of older people in Hackney live in social housing, 22% higher than the borough average while 7% live in the private rented sector but this is expected to increase in the future.
- In 2015, Hackney had the highest Job Seeker Allowance claimant rates among over 50's for comparable boroughs⁶.
- The income deprivation affecting older people index for Hackney indicates that 40% of older people in Hackney are living in income-deprived households. This means that 40% of those aged over 60 are either in receipt of Pension Credit, out of work benefits or had an income of less than 60% of the national median.
- Some 86% of Hackney residents aged 65 and over speak English as their main language, a further 8% do not have English as their main language but say they speak it well or very well, the remaining 5% say they do not speak English or do not speak it well.
- Older people in Hackney are more likely to be carers. Some 11% provided some unpaid care, compared with 7% of the population overall, with 4% of older residents reporting that they spent over 50 hours a week caring for someone else, compared with 2% of the population overall.
- The most common impairments amongst older people appear to arise from hypertension, diabetes, cancer, heart, respiratory, and eye conditions.
- According to GLA projections, Hackney and the City had 1450 people aged 65 and over living with Dementia in 2019. We expect the numbers to increase by 46% to over 2120 by 2030.
- As nationally the proportion of disabled people increases with age in Hackney. While just 4% of under 16's are disabled, over 60% of over 65's are disabled. Nearly a third of disabled people in Hackney are 65 and over. 85% of residents aged 85 and over are disabled.
- In a recent survey 11.4% of users of adult social care services in Hackney said they have little social contact with other people and feel socially isolated - the highest rate for any council in England. Nearly 60% of respondents to a survey of almost 500 Hackney residents aged 50 plus said they sometimes or always lacked companionship. Over 30% said they rarely or never felt part of their neighbourhood, but 86% said they were sometimes or always happy with their social life. A fifth said they were lonely.
- Men, lesbian, gay and bisexual, disabled, black and minority ethnic, and respondents aged 75 plus were generally more likely to feel socially isolated.

⁶ Scenario Planning Paper on Work and Worklessness, 2015 (London Borough Hackney)

- The incidence of depression increases with age. An estimated one in four people aged 65 and over living in the community in the UK have symptoms of depression, rising to 40% of those over 85.
- Around 42% of people aged over 65 in Hackney live alone, compared to 11.5% nationally.

What factors impact on ageing well?

As people do not age uniformly, any segmentation purely by age is not helpful in understanding the needs of people as they grow older. Factors that determine the ability to age well include people's physical and social environments and the impact of these environments on their opportunities and health behaviour. The relationship we have with our environments is also skewed by personal characteristics such as socio-economic status, gender and our ethnicity, leading to inequalities in health and wellbeing. A significant proportion of the diversity in older age is due to the cumulative impact of these health inequities across the life course. This section raises key intersectional realities that can be experienced by older people in the United Kingdom, owing to a range of factors⁷.

Gender

- Women live on average 3.6 years longer than men and women only have an additional 0.6 years of good health compared to men, therefore women live a smaller proportion of their lives in "good health".
- Hip fractures are more common in women who are more susceptible than men to osteoporosis (weak and fragile bones).
- Women face particular difficulties in accessing work in later life as, on average, they do the majority of caring for children and older, sick or disabled family members.
- Research has shown that older men are often at greater risk of poor health and social isolation in comparison to women due to factors such as poor help-seeking behaviours, disinterest in their own health, limited health literacy in marginalised groups of men, and disengagement with traditional models of health service delivery.

Race and Ethnicity

- Analysis of the 2001 Census showed that there were marked ethnic differences in the health status of people aged 65 and over in England according to ethnicity.
- Bangladeshi, Pakistani, Indian and Black Caribbean groups are at increased risk of diabetes, coronary artery disease, arthritis, stroke, and respiratory

⁷ Age UK, 2019: Later Life in the United Kingdom 2019

disorders, predisposing them to higher levels of limiting long-term illness than the general population.

- People from Black and South Asian backgrounds are up to six times more likely to develop diabetes. Complications of diabetes such as heart disease, stroke and kidney damage are three and a half times higher in lower socio-economic groups.
- People of South Asian origin are up to six times more likely, and Black African-Caribbean origin up to five times more likely, to develop diabetes compared to white groups.
- Despite high rates of dementia in people who are black or from ethnic minority backgrounds, research has found that these groups are less likely to receive a diagnosis or support.
- In terms of ageing populations, not all ethnicity groups are ageing at the same rate. White ethnic groups have an older age structure while Mixed and Chinese groups have relatively youthful age profiles. In contrast to Pakistani or African subgroups, Indian and Black Caribbean groups have a larger share of people aged 65 and over, which can be understood due to migration and settlement patterns in the 1950s and 1960s.
- There is a current increased vulnerability for older people who are from the European Union in establishing settled status in the UK post Brexit, particularly around sourcing evidence and identity documents.
- Older generations may also be more likely to need language-specific support and advice to navigate changing welfare systems.
- Experiences of racism impact on health and increase risk of vulnerabilities due to differential treatment. Racial profiling by police for instance towards older black people can cause significant stress.

Sexual orientation

- Mental health issues, particularly around suicide, have been identified as a key concern among older Lesbian, Gay, Bisexual and Transgender (LGBT) people, especially among transgender and bisexual women.
- Older LGBT people can sometimes experience difficulties accessing health care that appropriately deals with their sexual identity; one national study found that 18% of older LGBT people would feel uncomfortable disclosing their sexual orientation to their GP.
- Older LGBT people are more likely to be single, or live alone. Older LGBT people are concerned about the quality of care they may receive from homecare/residential care workers. Many worry that they may have to go 'back into the closet'.
- There is also concern around older LGBT people in relationships in relation to visiting, Power of Attorney or Next of Kin and that their rights will not be respected.

- Older gay men were greatly impacted by the HIV epidemic due to the loss of friends and partners, with commercial safe spaces today sometimes seen as youth-oriented or actively ageist.

Health and wellbeing

- The most common impairments amongst older people appear to arise from hypertension, diabetes, cancer, heart, respiratory, and eye conditions. Furthermore, as people age, they are more likely to experience several conditions at the same time.
- Most chronic diseases become more common with age. The likelihood of having two or more significant conditions is 60% by the age of 75-79 years, and more than 75% by 85-89 years.
- In terms of personal well-being, levels vary across different ages according to UK based research. Ratings of personal well-being are lowest around mid-life but then start to rise around ages 60 to 64 years, peaking between the mid-60s and mid-70s before starting to decrease with age.
- Older people are disproportionately represented in malnourished groups; 43% of UK malnutrition cases are people aged 65+.
- Falls are the largest cause of emergency hospital admissions for older people.
- People with learning disabilities may have a higher risk of dementia because of premature ageing and, in the case of Down's syndrome, genetic factors.
- The National Autistic Society (NAS) published a policy report in 2013⁸ which identified that there is likely to be a significant number of undiagnosed older autistic people because autism was not included in psychiatric classification systems until 1980.
- More than 40% of people over 50 years old in the UK have hearing loss, rising to 71% of people over the age of 70.
- 1 in 14 people over the age of 65 (7%) and 1 in 6 people over the age of 80 have dementia (17%).

Caring responsibilities

- National research has commented on indicators that can reduce wellbeing, one of which is high levels of intense caring responsibilities. The realities of caring responsibilities can take a number of different scenarios, including:
 - An older person caring for a spouse
 - An older person caring for adult children with a disability
 - Hidden carers, especially those caring for partners with dementia
 - An older person caring for grandchildren (for instance through a special guardianship order) or providing day childcare

⁸ Getting on? Growing Older With Autism

- Sandwich generation of people in their 40-60s who are caring both for their children and their ageing parents.
- One in five people aged 50–64 are carers in the UK and a quarter of those who provide family care are 65+.
- 65% of older carers (aged 60-94 years) have long-term health problems or disabilities themselves.
- 69% of older carers (aged 60-94 years) report that being a carer has had an adverse effect on their mental health.

Socio-economic factors

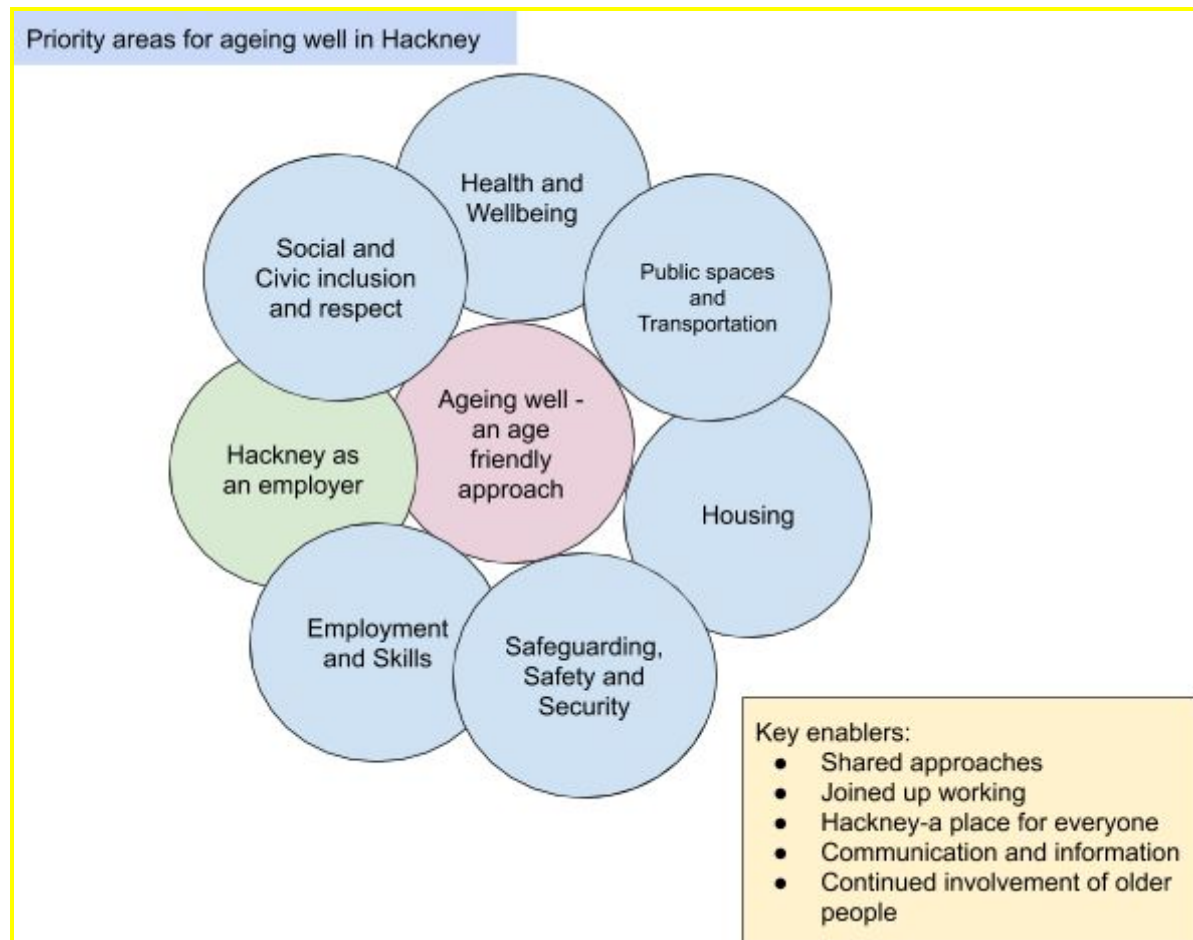
- Healthy ageing is closely linked to social and economic inequities. Disadvantages in health, education, employment and earning, start early, reinforce each other and accumulate over the life course. Men and women in poor health work less, earn less and retire earlier. Some older people also feel compelled to work past the state retirement age because they have to and not necessarily because they want to.
- Dependency in older age is felt more acute by lower socioeconomic groups. People from lower socioeconomic groups are more likely to experience declines in physical and mental capacities and require support for activities of daily living.
- According to ILC-UK, of the 3.3 million economically inactive adults aged 50 through 64, approximately one million have been made “involuntarily workless” after being pushed out by a range of factors, highlighting the lost productive opportunity and the need for more support for older adults in the workplace.
- There are also particular challenges for older people who are rough sleeping or homeless.

What is the council going to do?

Through engagement with older residents and discussion with stakeholders, we have agreed on seven key priorities to focus on. We have based our seven priorities loosely around the World Health Organisation’s age friendly city framework⁹ which proposes a number of interconnected domains that can help to identify and address barriers to the well-being and participation of older people. These domains overlap and interact with each other and likewise the seven priorities in this strategy should not be completely viewed in isolation from the others. As part of this strategy, we also want to consider our role as an employer in supporting our ageing workforce. We expect this strategy to act as a catalyst that will ensure the voices of older people are at the heart of the design, implementation, monitoring and evaluation of services

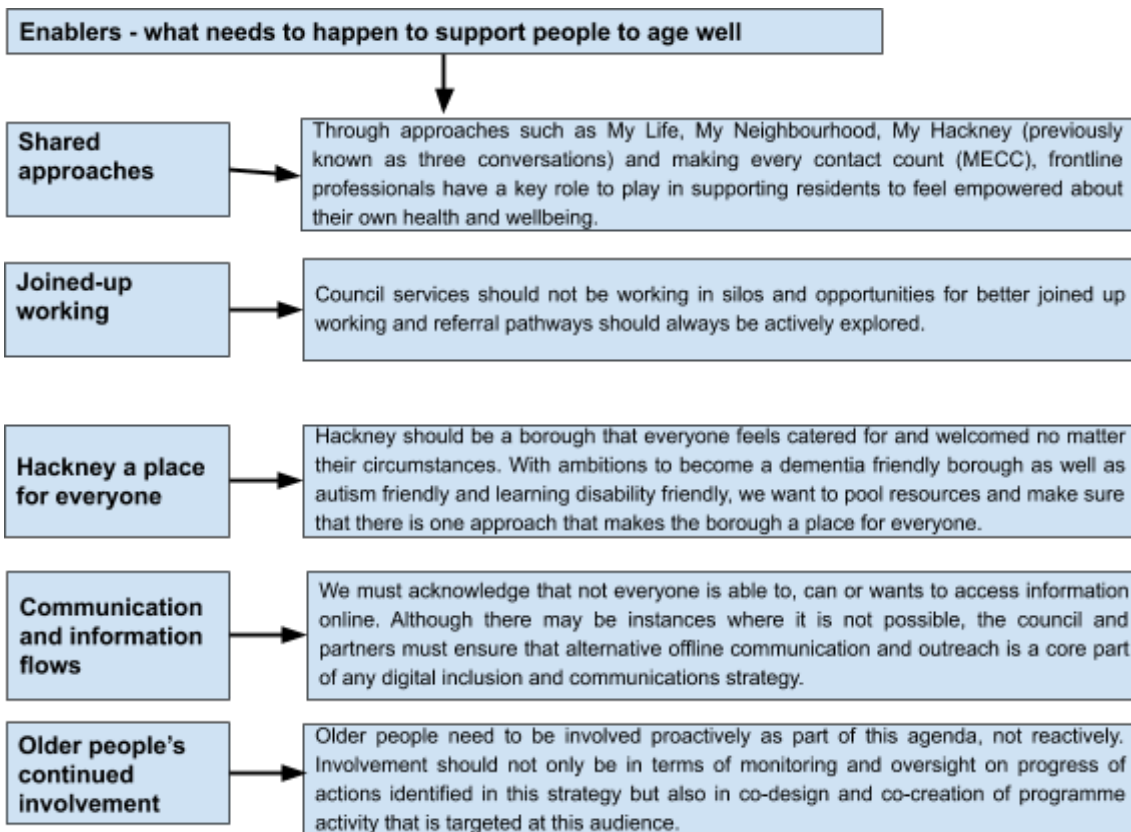
⁹ [World Health Organisation Age friendly cities: framework](#)

both within the council and across the borough. Essentially we want older people to feel like the borough they live in caters to their current and future needs and they can access the support they require. The transformational element of this strategy will be realised through increased working relationships, training of front-line staff, more connected intergenerational communities and continued involvement of older people themselves.



Key enablers for an age friendly borough

Ageing well is a cross cutting area that requires it to be everyone's business. Creating the right environment that enables people to be supported to age well is crucial. There are five prominent enablers for action that run through the course of this strategy and are essential; **shared approaches, joined up working, Hackney a place for everyone, communication and information flows and continued involvement of older people.** The actions identified under each of these enablers are critical to ensuring success of an ageing well strategy and all partners should consider this as part of their learning and review of services.



Shared approaches: what the council will do

- Deliver training and embed the 'Making Every Contact Count' (MECC)¹⁰ approach within the council and the community and voluntary sector, focusing on how to utilise day to day interactions that frontline professionals have with residents to encourage changes in behaviour.
- Deliver training and embed My Life, My Neighbourhood, My Hackney (previously the three conversations' model)¹¹ which aims to look at strengths-based and preventative approaches across social care practice in Hackney and will be rolled out across the council and partners where appropriate.

Joined up working: what the council will do

- Strengthen and develop working relationships between:

¹⁰ [Making every contact count framework](#)

¹¹ [Three conversations model](#)

- public health, housing and adults social care to achieve a better focus on prevention and understanding of wider health and wellbeing needs of older people.
- public health and employee engagement to support improved practice around employing and retaining older staff.
- library services (including the community library service) and adults social care
- housing, benefit needs and adults social care teams with a focus on how to make jointly appropriate decisions that enable the best outcomes for older residents, addressing adaptation decisions for older under occupiers and reviewing housing stock and strategy.
- property asset management and adult social care to ensure that full information is available to contractors when they go into properties occupied by vulnerable and older residents.
- children's social care and adult social care in the context of parent, young and adult carers and whole family approaches.
- Consultation team and customer service contact centre so that there is better awareness and signposting of current and future consultation plans.
- Lunch clubs and wider council services.
- Continue to develop joint working with wider council services and health systems.
- Continue to develop joint working and co-production with third sector partners and residents.
- Share learning of the kings park moving together pilot across the council.

Hackney a place for everyone: what the council will do

Dementia

Dementia Friendly Communities are a national social movement to create communities in which people living with dementia and their carers feel understood, valued and involved. Hackney has been widely recognised as effectively working towards creating the foundations for a dementia-friendly borough. The work of local partners, the Dementia Friendly Hackney group and coordinators has ensured that, if efforts are continued, the borough can serve as a model for effectively engaging with a broad cross-section of the community, to deliver tangible change for some of its most vulnerable residents.

- Develop dementia strategy through the Dementia Alliance with a focus on prevention.
- Continue to deliver an annual dementia festival for the borough.
- Identify 'Dementia Champions' in departments across the council and continue to promote dementia-friendly activity across the council, as per the council commitment.
- Continue to promote dementia friendly sessions to council staff and those they contract out to.

Learning disabilities and autism

Services need to be able to respond to older people with learning disabilities, many of whom begin the ageing process at an earlier age than the general population. For some, their difficulties as older people overshadow any problems associated with their learning disability and their needs are practically identical to the older population as a whole. Others remain active and alert and would be misplaced alongside much older people but nevertheless need occupational and recreational activity and residential support which takes account both of their learning disabilities and of the ageing process. About a third of people with Down's Syndrome may be expected to show clinical signs of dementia. Dementia may begin in the early thirties and health can deteriorate quite rapidly.

- Continue to develop newly commissioned dementia service in relation to access for people with learning disabilities.
- Develop dementia awareness training in the context of learning disabled people, particularly for professionals such as GPs and care staff.
- Deliver autism appreciation sessions through community settings that are targeted at older people in order to identify autistic older people and better understand what support is needed.

Cross cutting actions:

- Explore working with nurseries and children's centres to run parent and staff awareness sessions on dementia, learning disabilities and autism.
- Develop guidance on what makes a welcoming and accessible space for businesses and services operating in Hackney to circulate via the Hackney Business Network. This would include a guide that is age-friendly, autism friendly, learning disability friendly and dementia friendly.
- Deliver training around sexuality to care staff who are contracted by Hackney Council or in-house, particularly focusing on the circumstances faced by older Lesbian, Gay, Bisexual or transgender (LGBT) people. This is particularly

important in the context of understanding needs as previous local research has shown challenges for some older LGBT people who felt they were unable to present as their authentic selves with care staff.

Communication and information flows: what the council will do

Through our engagement work for this strategy, older people told us that only using digital communication can increase isolation and inequalities as not everyone has access to the internet. In addition, the lack of translated services has made it even more difficult for residents to access and understand availability of health and housing services. Some residents also are unaware of what ward they are part of.

Accessibility

- Work with frontline services to understand and respond to reasonable adjustments that should be made such as providing information in hard copy, offline or in different languages where required.
- Review and update internet pages around adult social care and support so that it is more user friendly.
- Promote the Older People's Reference Group Readers' Group offer that reviews accessibility of resident facing material to council services.
- Develop guidance and deliver workshops to council services on how to engage and consult with residents regarding service changes.

Communication channels

- Develop and pilot new communication materials with specific groups of older people and neighbourhood partnerships to check they find them useful and we are using the right channels and methods to reach and engage them.
- Map out and circulate settings and 'touch points' where older people may attend and find out about council services. For instance, many older people are carers for their grandchildren and may frequently attend nurseries and children centres, other settings are supermarkets.
- Maximise opportunities for outreach through council partnerships and events. For instance drop in sessions that are estate based and partnerships with tenant and resident associations.
- Consider value and reach of Hackney Senior - a quarterly magazine for older people produced by Connect Hackney as part of consultation into Council publications and e-communications.

Events

- Promote and celebrate the United Nations international day of older people on 1 October of each year.
- Review the winter warmer event to incorporate seminars around topics of interest such as grants that can be applied for, pension credit uptake and changes to council services.

Keeping informed

- Launch the Hackney Circle website that will include service and activity information of interest to older people living in Hackney.
- Explore which age related services require additional promotion and through which communication channel.
- Pilot an annual event for service providers and council services to share information of what is available, with a similar objective and format to Winter Warmer but for all older people and locality based.

Getting online

- Support older people who want to get online through a digital buddy programme, involving young people as volunteers.
- Continue to produce 'how to' guides online that support users with particular tasks such as setting up an email account, or how to shop for groceries online.

Continued involvement of older people: what the council will do

- Establish a co-design, monitoring and oversight group whereby older residents are fully involved in the continual cycle of achieving and maintaining age friendly status in Hackney (see monitoring and oversight section in this strategy).
- Facilitate ongoing conversations with older people around the ageing well agenda through a range of thematic learning forums that involve co-design of solutions across borough services. These conversations should involve relevant services along with older residents and be an opportunity to showcase work, test ideas, share experiences and establish dialogue between services and residents.
- Share learning and insight with partners and system leaders in Hackney so that there is a continual refreshed understanding of needs and interests of older people living in the borough.

Strategic priority one: Health and Wellbeing

We know that good quality health, care and support services are essential for maintaining health and independence in the community. Although age can be one of the biggest risk factors for having a long-term condition, being free of disease is not a requirement for healthy ageing as many older adults have one or more health conditions that, when well controlled, have little influence on their wellbeing.

Some of the increasing challenges in relation to health and ageing include:

- Increasing life expectancy but with poorer health
- Increased vulnerability to winter deaths
- Greater prevalence of some illnesses among specific groups of people, for example increased rates of hypertension and stroke among African-Caribbeans and of diabetes among South Asians.
- Locally, we know that many older people struggle with alcohol misuse.
- Increased caring responsibilities.

In terms of our ambitions, there are opportunities to consider different models of how we deliver care and how we utilise the neighbourhoods model to pilot programmes that are place based and effective. By focusing on prevention, everyone regardless of age, is able to consider their health and how best to maintain it. We also want older people to be not only supported with their treatment plans, but also fully engaged in informing it.

Another key consideration is that end of life of care is everybody's responsibility and not just hospices and hospitals. We need to be more comfortable talking about end of life care plans and that all partners working with older people who are unwell know how to facilitate these conversations. Discussions could focus on the desire to die at home, the need for Advance Care Plans, the need for a will and the need to consider lasting power of attorney for health and welfare decisions. The current pandemic has shed a light on how death and grief affects everyone and that more can be done to prepare people for this, by normalising discussion around it.

We currently fund a number of free/low cost community physical activity classes for older people (including through the New Age Games and the Hackney One You programme) as well as fund the falls prevention service that has outreach objectives to deliver programmes in community settings. For specialist support, adults social care services maintain and promote independence and wellbeing of disabled and older residents. The City and Hackney mental health strategy also sets out targets in engaging older adults in the Improving Access to Psychological Therapies (IAPT) programme. The Council and other local organisations also continue to invest in advice and support services for residents, one of which is Age UK.

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.

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"¹² 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.

What the council will influence through partners:

¹² [Hackney a place for everyone](#)

- 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 prescribing¹³ 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.

Strategic priority two: Social and civic inclusion and respect

Social and civic inclusion and social support are strongly connected to good health and well-being throughout life. People can be present in a community but still be socially excluded. Social inclusion means that people:

- experience a sense of belonging
- are accepted (for who they are) within their communities
- have valued roles in the community
- are actively participating in the community
- are involved in activities based on their personal preferences
- have social relationships with others whom they choose and share common interests

¹³[What is social prescribing](#)

- have friends

Language and imagery that stereotypes people in later life as feeble, not fit for work, lonely and incapable ignores the huge diversity of backgrounds, experience and ambition of people who are older. A societal change is needed that reflects and represents the diversity of later life more accurately and shifts the conversation to one which celebrates and recognises the successes and benefits of an ageing population. Older people should feel empowered about how they are represented and wish to be treated. Part of respecting a population is also about including them. Hackney has a booming economy and older people contribute significantly in financial terms. The businesses that operate within the borough and the services that are provided, both in the council and outside needs to reflect the needs and interests of this group.

Although social isolation and/or loneliness can affect people of any age, many of the risk factors, such as bereavement, transport issues and poor physical health are more common in older people making them more susceptible. Social isolation and loneliness in older people are associated with a significant increased risk of death; poor social relationships are comparable with smoking as a risk factor for mortality. We also know that there is a higher risk of loneliness in older men, people who are LGBT and older people with ethnic minority backgrounds.

True civic inclusion participation ensures that not only a person's voice is listened to, but that it is heard and taken on board and that opportunities are readily available for a person to get as actively involved as they like in their community. There should be opportunities for advocacy and campaigning, whereby older people are at the forefront of these campaigns, and not just passively engaged.

Hackney has a thriving and diverse community and voluntary sector that delivers activities across the borough, with a great range on offer for all ages. In 2015, Hackney Council for Voluntary Services (HCVS) secured six year funding to deliver programmes for residents aged over 50, under the National Lottery Community Fund's 'Fulfilling Lives, Ageing Better' programme. Connect Hackney was then set up with a focus on improving the wellbeing of Hackney older residents by reducing or preventing loneliness and isolation. There are a number of active older people's forums in the borough and Hackney Council continues to fund fourteen lunch clubs as well as host the annual winter warmer event for older leaseholders. We know that arts and cultural events, as well as venues, spaces and libraries, have a huge role to play in keeping Hackney's communities strong and cohesive, in the face of friction created by rapid social and economic change. The council are currently delivering a strategy that sets out to support community cohesion through arts and culture, which

are important aspects of Hackney life with a key focus on commitment to delivering opportunities for older residents to play an active role in Hackney's cultural life.

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.

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.

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.

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 network¹⁴ 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.

¹⁴ [City and Hackney wellbeing network](#)

- 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.

Strategic priority three: Housing

The quality of housing impacts significantly on people's quality of life. For instance excess cold, fall hazards and damp and mould are all factors that determine health and wellbeing and good housing is also essential for feelings of safety and security. We need an integrated approach to the housing needs of older people in the borough that ensures that people are not isolated and detached from the communities in which they live and that they have the help and support to remain independent for as long as possible.

The 2011 Census showed that over 60% of older residents in Hackney live in social housing. Over 20% are owner occupiers, and 10% are private renters. This is significant because Hackney Council currently owns approximately 31,000 properties and council records indicate that 37% of these properties are occupied by a resident over the age of 50. It is also significant because the 2018 Joint Strategic Needs Assessment (JSNA) showed that since 2011/12, the number of winter deaths has been increasing in Hackney, resulting in the borough performing worse than its neighbours. Going forward Hackney Council can use its levers as a landlord, a developer, and a manager of its properties to improve housing related health outcomes where possible. In practice this means building homes that are suitable for older people, retrofitting existing stock so that it is more accessible for our older tenants, and where possible looking to facilitate transfers and downsize moves in social housing stock throughout the borough. In 2010/11 the Council facilitated 170 downsize moves annually. In 2019/20 only 20 downsize moves have occurred. This is due in part to the extreme demand for social housing. Because we know that housing and health are closely linked, looking at how we can facilitate older residents moving into better housing is an area the Council has highlighted for improvement.

There is also an increasing concern around the increasing numbers of older people who are or will continue to be private renters. This is because of insecure tenancies and potentially inadequate accommodation that does not meet age-related needs. In Hackney, approximately 10% of older people are private renters¹⁵. While this is a relatively small number, 'in London, the number of households containing older people (aged 65+) who rent in the private sector is projected to double by the end of the 2030s'.¹⁶

'Government welfare reforms have introduced new caps and freezes to benefit levels, which have removed the link between benefits and market rents, including a further reduction in the overall Benefit Cap to £23,000, and a four-year freeze to the Local Housing Allowance rate.'¹⁷ Because of Hackney's desirable location, rental prices have increased significantly over recent years. This has meant that very few properties in Hackney are affordable for low-income older people who are in receipt of housing benefit. This issue is especially pressing for Hackney's older population due to the high proportion who are on limited incomes and the major income reduction that many people face when they retire.

In addition to this, according to the Residential Landlords Association (RLA), over two-thirds of the largest buy-to-let lenders do not permit landlords to let property to tenants receiving housing benefit. This means that those older private renters on limited incomes have considerably fewer housing options and might be in an increasingly precarious position as compared to those older people who are in secure social tenancies or owner occupiers. We know that older people who are rough sleeping are also in a very precarious situation and in need of significant and specific support that may be different to other age groups who are rough sleeping.

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.

¹⁵ BRE 2017

¹⁶ Age UK, Supporting the Needs of Older Private Renters

¹⁷ Hackney Housing Strategy 2017-22

- 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.

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.

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.

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.

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.

Strategic priority four: Public spaces and transport

Back in 2015, Hackney was the first London borough to produce a Liveable Neighbourhoods Plan recognising the importance of creating a healthy and high quality place-based vision for local neighbourhoods within the context of an active and sustainable transport policy. We are also signed up to the Healthy Streets framework, which sets out clear criteria of street design and the resultant use of the street including clean air; easy to cross; shade and shelter; used by pedestrians from all walks of life; places to stop; not too noisy; people choose to walk and cycle; people feel safe; things to see and do and people feel relaxed. Hackney's current transport strategy considers the needs of older people, with a particular focus on road safety for this group. We can, however and should, do more.

Public spaces and transportation have a significant impact on the mobility, independence and quality of life of older people and this affects their ability to 'age in place'. Many older residents have felt that the fast pace of change in Hackney has meant that what was once a familiar environment is no longer as welcoming, accessible or accommodating for older people. Good public seating, toilets, well maintained pavements, well lit streets, signage that is clear and visible, particularly for bus stops, and streets that feel safe for pedestrians and other road users, help older people maintain their confidence and independence. Being able to move about an area determines social and civic inclusion and participation and access to community and health services. Environments and transport systems that enable, rather than disable, make an important contribution to individual feelings of well-being.

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.

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.

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.

Strategic priority five: Employment and skills

Older people play a crucial role in their communities – they engage in paid or volunteering work, share experience and knowledge, or carry out caring responsibilities within their families. However, for those who want to work in paid employment, this can sometimes be challenging as people get older. The Council's

2018 Residents' Survey found that only 31% of residents agree that access to job opportunities are available to everyone equally in Hackney. Residents aged 55-64 years and 65 years or older were among the least optimistic about this. Local residents aged between 50-64 years have a lower employment rate than residents of the same age across London, and they are more likely to be unemployed and to be economically inactive. We know that some residents in their 50s are struggling to get support to retrain in their existing job or to change careers and find decent, fulfilling work. Some had ended up working on zero hours or temporary contracts and feel that employers were more likely to recruit or train younger workers. The UK workforce as a whole will continue to age and in Hackney, over the coming decade, we expect to see the largest share of population growth to be amongst people of working age (16- 64), especially in the 40-64 age group.

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.

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.

Strategic priority six: Safeguarding, Safety and Security

Everyone should feel safe and secure in their own home and neighbourhoods and this is an important factor for ageing well. Although there is a continued focus to help keep children, young people and vulnerable adults safe, more can be done to look at the particular needs of older people which can be very different from the wider population. Hackney should be a place where everyone is able to live in safety, free from fear of crime, abuse or neglect. In the social and civic inclusion and respect section, older residents told us that they were sometimes scared of younger people in the borough and we will take steps to look at more opportunities for intergenerational engagement. Actions related to intergenerational opportunities cross references with this section as well.

Older victims experience abuse for twice as long before seeking help as those aged under 60 and nearly half have a disability. For those over 60, there is also an increase in numbers of male victims and the violence being perpetrated by an adult family member. Yet older clients are hugely underrepresented among domestic abuse services¹⁸.

In terms of safety, assistive technology is a key aid in supporting older residents. We are running a number of small pilots to learn as we go, starting with a wrist-worn alarm that allows the wearer to request help wherever they are if they are feeling unwell or unsafe. We will be comparing this with the pendant alarm that we currently provide.

¹⁸ Safe Later Lives: Older People and Domestic Abuse, SafeLives, 2016

In light of the covid-19 pandemic, the need to support particular groups such as older people was seen as critical. Being able to identify and understand the needs of residents in times of emergency needs to be continually reviewed and forms an important part of this strategy. In Hackney, as elsewhere, covid-19 has unleashed a wave of intergenerational solidarity. Mutual Aid groups exist in every Ward and Council staff are joining GPs, voluntary organisations and residents in neighbourhood discussions to ensure residents are supported. We will work to ensure this neighborliness continues beyond the Covid-19 outbreak, but that older people play an active role in co-producing these interventions so they are not just passive recipients of care.

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.

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.

Strategic priority seven: Hackney as an employer

39.4% of our workforce in Hackney council is aged 50 and over¹⁹. How we plan for an ageing workforce is an important step in supporting our employees as they get older, ensuring that they have the opportunities to excel in their career as everyone else, if that is what they want to do. We need to continue to review our policies and processes to ensure that our offer of employment remains accommodating for all staff. Hackney Council was awarded 'excellence' in the London Healthy Workplace Award framework and this needs to be built upon.

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.

¹⁹ Workforce profile 2018/2019.

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

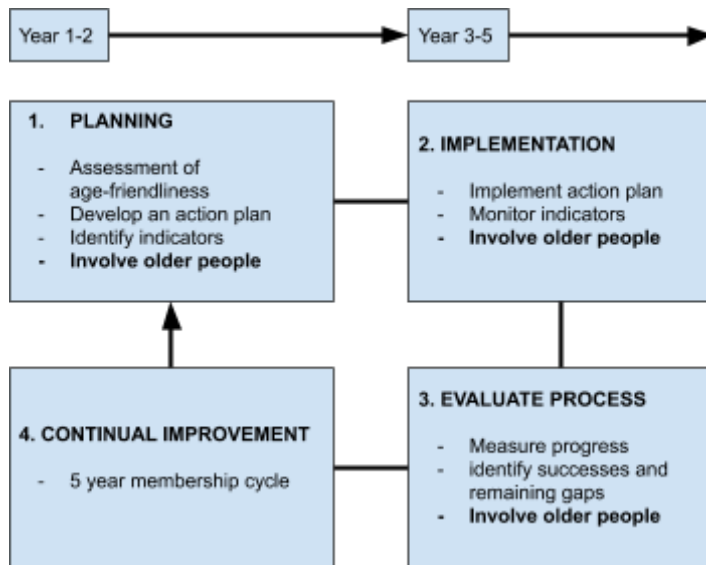
Age-friendly Cities and Communities (GNAFCC)²⁰. Once a member of GNAFCC, Hackney Council will be committing on an ongoing basis to developing policies, services, settings and structures that support and enable people to age actively. Membership of the Network will enable Hackney to benefit from an exchange 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 indicators²¹ 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.

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 WHO continuous cycle (see diagram below). 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 GNAFCC and report frequently to both the cabinet lead with responsibility for the ageing well strategy and the mayoral advisor on older people.

²⁰ [Age friendly cities network](#)

²¹ [Global Age-friendly Cities: A Guide](#)



Appendix: Acknowledgements in detail

Below is a list of organisations and resident groups we held resident focus groups and briefing sessions with to inform the development of this strategy.

Age UK East London

Carers Centre - support carer groups for somali women and turkish speaking women

City and Hackney Clinical Commissioning Group

Core Arts

Dementia Alliance

Friends of Woodberry Down

Hackney Brocals

Hackney Council employees

Hackney Cypriot Association

Hackney Dudes

Hackney Pensioners Convention Group

Hackney Matters Citizens Panel (online)

HCVS Connect Hackney

HCVS Lunch Clubs Network

Interlink

Keeping it real Board

Latin American Women's Group

Lunch Up Lunch Club

Older People's Reference Group (OPRG)

Oswald Centre

Rainbow Grows
Residents who attended our sessions at events
Sharp End
Shoreditch Trust
Somali community group
St Joseph's Hospice
St Michael's Church Group
Trowbridge Pensioners Club
Turkish Cypriot Cultural Association
Wenlock Barn Estate Pensioners Group
Wick Awards
Windrush Elders
X,Y,Z club at Cambridge Heath Salvation Army

Thank you also to Connect Hackney who supported the recruitment of the community engagement coordinator and five facilitators who co-produced this strategy.

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