



LINCOLNSHIRE HEALTH AND WELLBEING BOARD

Open Report on behalf of East Lindsey District Council

Report to	Lincolnshire Health and Wellbeing Board
Date:	4 February 2020
Subject:	Better Ageing in Rural Areas: Learning from East Lindsey

Summary:

The increasing ageing population means that by 2037, a quarter of the total UK population will be over 65. Lincolnshire, and in particular East Lindsey will continue to have a higher than national average number of older residents. Projected numbers state that by 2041 30% of the population of Lincolnshire will be over 65; while in East Lindsey 40% of people will be over 65. This has implications for future service delivery and the local economy. Rurality makes the challenge to support Lincolnshire residents to maintain independence even greater (4th largest county in England and Wales, where 95% is rural and 52% of the 65+ population live in rural areas).

Working with people in and approaching later life, it is possible to achieve positive health and wellbeing outcomes. This report presents an overview of two established programmes of work in East Lindsey where there is a particular focus and emphasis on supporting and enabling Better Ageing across rural and coastal communities:

- TED in East Lindsey
- Age Friendly East Lindsey

This report also provides the Lincolnshire Health and Wellbeing Board with information about the work of the Centre for Ageing Better (CfAB) and Lincolnshire's engagement with an opportunity to work as a strategic partner of the CfAB in a Rural Locality Partnership arrangement.

Actions Required:

The Lincolnshire Health & Wellbeing Board is asked to:

- Note the outcomes to date from the work that is underway in East Lindsey to support and enable Better Ageing
- Consider opportunities to extend learning across Lincolnshire
- Support continued dialogue with the Centre for Ageing Better (CfAB) to develop a positive working relationship and benefit from their expertise.

1. Background

1.1 Context

The increasing ageing population means that by 2037, a quarter of the total UK population will be over 65. Lincolnshire, and in particular East Lindsey will continue to have a higher than national average number of older residents. Projected numbers state that by 2041 30% of the population of Lincolnshire will be over 65; while in East Lindsey 40% of people will be over 65. (Office for National Statistics 2017) This has huge implications for future service delivery and the local economy.

The way in which we can best support an ageing population is of local and national interest. It creates a challenge regarding demand on public services but also an opportunity to embrace and support an ageing population to maintain health, wellbeing and independence and to maximise economic activity.

Nationally, it is estimated that 1.2 million people aged over 50 are severely socially excluded, having little or no engagement with their communities or with society in general; for Lincolnshire this equates to over 15,000 people. Additionally, it is reported that 48% of adult social care users don't receive as much social contact as they would like (Public Health England), and being lonely and cut off from family and friends is known to increase the risk of frailty by 85% (Gale, Westbury, et al., 2017).

Rurality makes the challenge to support Lincolnshire residents to maintain independence even greater (4th largest county in England and Wales; 95% is rural and 52% of the 65+ population live in rural areas).

In Lincolnshire:

- 4th largest county in England and Wales where 95% is rural. Rural areas are generally sparsely populated
- 48% households in rural areas compared to 18% nationally
- 10% of residents are aged 75+ compared to 7.8% nationally
- 52% of older people (aged 65+) live in rural areas
- 14% of population live in top 20% deprived LSOAs; 12% experience fuel poverty
- +75 population is expected to increase by 88% between 2016 and 2041
- Rural challenges: sparsity, limited road networks, poor transport infrastructure & digital access, social isolation, higher cost of delivering services
- Coastal challenges: deprivation, health inequalities, low paid seasonal work and related low pensions
- Track record of innovation through collaboration
- Local Enterprise Partnership, Local Industrial Strategy: [priority to support people to live well for longer in rural areas](#)
- Tourism offer varied – coastal, heritage, AONB – high % coastal visitors are older persons
- Cultural and inward migration of older people; pressure on community integration
- [JSNA Overview of Health and Wellbeing in Lincolnshire 2019](#)

In East Lindsey:

Older people make up a significant proportion of the East Lindsey population and are an important part of our economy. Some 26% East Lindsey residents are over 65. Population projections show a projected year on year increase indicating continued relevance of a focus on ensuring services and policies meet the needs of an ageing population. Additionally, it has been identified that the highest proportion of visitors to East Lindsey are 55 – 64 years of age.

Part of the national 'Ageing Better' Programme, TED has been delivered in East Lindsey since 2015 and has been successful in achieving its objectives (primarily in reducing isolation and loneliness within an ageing population), developing and delivering innovative programmes of work and contributing effectively to the national programme.

East Lindsey District Council (ELDC) has taken a proactive approach to supporting and enabling Better Ageing and has become the first District Council in the country to join the UK Network of Age Friendly communities; marking part of a longer term commitment to become part of the global network of 'Age Friendly Communities' as recognised by the World Health Organisation (WHO). The Age Friendly concept is built on the evidence of what supports healthy and active ageing in a place, allowing more people to live independent lives and contribute to their communities for longer. In addition, by committing to be age friendly there is greater scope for multi-agency and multi-level collaboration and integration to make best use of resources, and an enhanced preventative approach and focus on wellbeing; thereby reducing crisis demand on services.

It has been recognised that the strategic and operational partnerships (and associated work / activity) that ELDC is part of, plus the delivery of TED and its outcomes means that East Lindsey is already on its 'Age Friendly' journey. This is considered important to best meet the needs of East Lindsey's population in future years and to ensure this work is firmly embedded and recognised as part of its contribution to the wider strategic landscape for Lincolnshire. Using the same test and learn approach that has been integral to the TED programme, this could provide a blueprint for other areas to take their own steps to become Age Friendly.

1.2 TED in East Lindsey

TED is delivered as part of a £78 million National Lottery funded 'Ageing Better Programme' (2015 – 2021). The TED programme in East Lindsey is one of 14 Ageing Better partnerships across England.

Delivered in East Lindsey since 2015, TED has been successful in achieving its objectives (primarily in reducing isolation and loneliness within an ageing population), developing and delivering innovative programmes of work and contributing effectively to the national programme. TED is a partnership of older people and voluntary and public sector organisations, led by Community Lincs (now part of Lincolnshire YMCA), working closely with partners and communities in East Lindsey to reduce social isolation and loneliness that many older people in the district experience.

Ageing Better is one of five major programmes set up by The National Lottery Community Fund to 'test and learn' from new approaches to designing services which aim to make people's lives healthier and happier. Taking a test and learn approach, whilst sharing and benefiting from learning across the wider partnership; TED has gained increasing momentum and impact over the course of its delivery.

Programme Outcomes:

Older people will be better connected with volunteering, social, leisure and health improving activities leading to an enhanced quality of life
More older people in East Lindsey will report that they do not feel lonely or isolated
More older people in East Lindsey will feel positive about the opportunities that getting older presents
Older people In East Lindsey will have more opportunities to influence the design and delivery and evaluation of services and businesses available to them

The TED programme consists of a number of different strands of activity:

<p>Friendship Groups & Activities</p> <p>https://tedineastlindsey.co.uk/friendship-groups/</p>	<p>Designed to bring people together in a social setting. TED has seen the benefit of this in enabling friendships to develop and the ability to share ideas and community resilience.</p> <p>The aim of the groups are to welcome and encourage anyone over the age of 50 to get involved with their local community, meet new people, and take part in social activities. Friendship groups are volunteer led with support provided by the TED Friendship Officer. Volunteers are encouraged to plan activities, outings and engage other members of the group to ensure the groups success and longevity.</p> <p>A Friendship Group Toolkit is in development.</p>
<p>Age Friendly Business Accreditation</p> <p>https://tedineastlindsey.co.uk/age-friendly-business/</p>	<p>The Age Friendly Business Accreditation is regarded as a best practice aspect of the TED programme. It is an award scheme that recognises local businesses who have a positive approach to ageing. Using a business development model and in accordance with specific criteria (assessments and mystery shopping are carried out by trained volunteer assessors); successful businesses receive an accreditation certificate and a sticker to place in their window to show that they have achieved the quality award.</p> <p>To date, over 100 businesses have become recognised as Age Friendly in East Lindsey including; Wilkinson's, Lincolnshire Co-op, Greggs, Sports Direct, Hildreds Shopping Centre, Hunts Coaches, Barclays, Nationwide, Solicitors, Estate Agents and Cafes) with continued demand and a current list of business awaiting assessment.</p> <p>An Age Friendly Business Toolkit is in development.</p>
<p>TED Network</p>	<p>Providing support for local groups to enable them to apply for funding</p>
<p>Research, Learning and Evaluation</p>	<p>Research undertaken by TED contributes (via the Big Lottery) to one of the largest studies of social isolation in older people in the UK.</p> <p>TED is taking a test and learn approach, which provides flexibility to deliver in a range of styles. Through this we can share ideas that have been successful and areas that the project has learnt from.</p> <p>Ageing Better Projects are being evaluated locally and nationally with the national evaluation being led by <u>Ecorys</u> who were selected by <u>The National Lottery Community Fund</u> as an impartial organisation. Ecorys are analysing the interventions and the difference the programme makes for participants and examine the delivery models that are effective and the sustainability for wider programme delivery.</p> <p>TED also ensures a more local analytical focus; looking at the needs of each East Lindsey locality and seeking to inform and influence provision of local services, integration of local services and informing TED commissioning. A number of academic TED learning reports have been <u>published</u>. In 2019, TED commissioned a strategic evaluation partner to identify key learning themes from TED's delivery to date with a focus on ensuring sustainability and legacy of the work and to inform planning of future services with a focus on loneliness and isolation amongst older people. The contract was awarded to Rose Regeneration in partnership with Lincoln</p>

	International Business School. Initial findings will be presented at a learning conference during 2020. Local evaluation was also externally commissioned during 2019 and this contract awarded to HART Research, part of the University of Lincoln. This learning partner has been responsible to the learning reports published to date and these will continue to be produced regularly throughout the course of programme delivery
Commissioned Services	<p>Local research and evidence base informs TED commissioning priorities. TED commissions a range of services in line with the following evidence based themes:</p> <ul style="list-style-type: none"> • Men's Activities • Befriending • Digital Access and Support • Health & Wellbeing • Advocacy & Advice <p>Projects run to January 2021 and are delivered by partners including Citizens Advice Lindsey, Carers First, Magna Vitae, Age UK Lindsey and Lincs Digital.</p>

Data collected through the national Ageing Better Programme has revealed that:

- 50% of people over the age of 75 live alone, with many reporting that television is their main form of company
- 17% of older people stated that they go for a week without speaking to a friend, family member or neighbour
- 11% reported that they can go for more than a month at a time without any form of social interaction
- 1.8 million people (Ageing Better Knowledge and Learning Briefing) aged over 75 say that their feelings of loneliness are out of control, with one in four worrying about how often they feel lonely
- Loneliness has been linked to an increase in risk of death by 29%
- Ageing Better and TED have also begun to identify links between those who experience loneliness and isolation and an increase in ill health, an increased risk of mortality, higher rates of emergency admissions, re-admittance to hospital and earlier entry into care homes. Loneliness and isolation are also linked to depression and poor cardiovascular health.
- All of these put greater pressures on local services and health provision as well as having a detrimental effect on the local economy

Analysis from the Ageing Better Programme indicates that interventions which are aimed at reducing social isolation and loneliness have the potential to have significant impact.

Locally, TED participants report that they are now much more actively involved in their communities with:

- 76% of individuals having more social contact following participation in TED activities and;
- 75% increasing their participation in social activities as a result of TED.

Ageing Better is also indicating early, positive effects on health and mental wellbeing with participants' wellbeing score rising from 20.9 at entry to 23.8 recorded on the Short Warwick-Edinburgh Mental-Wellbeing Scale by TED participants at follow up.

Ageing Better participants also rate their own health on a scale of 0 to 100, and average scores have improved for TED participants from 60.6 at entry to 69.37 at follow up.

A statistically significant number of TED participants have also reported feeling less socially isolated and lonely after taking part in TED. This is based on a survey they complete to measure their loneliness and other outcomes before and after taking part in TED activities (based on UCLA17 and De Jong Gierveld scales (DJG) 18)

TED has created a number of new volunteering opportunities, and has worked with over 500 volunteers over the last 18 months. Between them these volunteers have contributed over 8000 hours of their time, equating to a financial value in excess of £60000. These volunteers have reported a range of benefits to their own health and wellbeing as well as the development of new skills, and a greater appreciation of social isolation and loneliness in their communities.

TED Delivery Statistics

- 10,372 people supported through TED
- 2,802 people have attended 600 TED events
- 2,195 people have attended TED Lunch Clubs
- 33 new community based groups have been created and a further 104 community based groups have received support
- 1,094 volunteers have been recruited and trained and have contributed 11,858 volunteer hours (with a financial equivalence of £92,748)
- 296 people have received Befriending services/support
- 391 older men have been engaged in social activities
- 428 have accessed physical activity and nutritional advice sessions
- 1,241 people have attended 102 training sessions including Digital Skills
- 243 people have received 1:1 support including specialist advice and advocacy services
- 100+ Age-friendly Businesses
- 7 Friendship Groups established in local communities

TED Learning Reports

Working closely with the University of Lincoln, a number of learning reports have been developed and have been published to date. These include:

Learning Report	Key Finding(s)
The role of housing in reducing social isolation and loneliness in East Lindsey	<ul style="list-style-type: none"> • TED activities delivered through sheltered housing schemes have been successful in reaching and engaging older adults who are lonely, vulnerable and or socially isolated • Social housing settings provide clean, accessible facilities for the development of community hubs, incorporating opportunities for multi-agency support and intergenerational activities • TED service users and volunteers reported feeling safe attending sessions in familiar, age friendly purpose built housing venues located in close proximity to their homes
Increased inclusivity and reaching and engaging people who are LGBTQ+	<ul style="list-style-type: none"> • Older LGBTQ+ people are at particular risk of social exclusion and or loneliness and it is therefore important for TED staff, delivery partners and volunteers to feel confident working with LGBTQ+ individuals and communities • There is greater need for agencies to form connections with local LGBTQ+ community groups, including promoting and advertising current services/offers. • TED data indicates that current interventions only reach and engage a

	<p>small number of LGBTQ+ people who are aged 50 and over and who live in rural East Lindsey</p> <ul style="list-style-type: none"> • Obtaining accurate data about gender and sexuality is difficult due to the stigma which still exists around sexual orientation and gender identity • There is a lack of support services for older LGBTQ+ people in East Lindsey
Engaging lonely/socially isolated older people	<ul style="list-style-type: none"> • Identifying and removing barriers enables people to get involved. Barriers have been identified in relation to engaging older people include: transport, lack of confidence when first attending group sessions, and the practicalities of attending TED sessions whilst managing caring responsibilities. Awareness of these barriers is essential, particularly in planning events and activities. • Using the right language is key to getting people involved - people may not see themselves as 'old', 'isolated' or 'lonely' • Intergenerational approaches can be a positive way to engage participants who chose not to become involved in activities that are defined as being for 'older people' • It takes time and a variety of approaches to build the relationship, confidence and trust to create the connections required to reach the most isolated • Involvement in volunteering or social action can play an important role in tackling loneliness and isolation • Social infrastructure is not naturally occurring and therefore requires direct investment and support
Age-Friendly and Accessibility	<ul style="list-style-type: none"> • 'Place' encounters can heighten the sense of bodily vulnerability that many older adults experience. Therefore, Age-friendly facilities are important to participants. • Activities should be local. This is particularly important for those who have mobility and health needs. • Asset based community development plays an essential element of any work to address social isolation – successful interventions include building on what is already there
Engaging Businesses	<ul style="list-style-type: none"> • Local businesses offer places and opportunities to meet, as well as essential services to older people who may not be able to travel. • Businesses have the opportunity to facilitate (social) connections within a community • Simple improvements such as making some basic accessibility alterations and providing clearer signage can have a huge impact for older customers. • Businesses often have assets that they can offer to the wider community, which can benefit older people and boost their company's profile. In East Lindsey this has resulted in two Age Friendly Businesses hosting regular Friendship Groups
Supporting and engaging older men in East Lindsey	<ul style="list-style-type: none"> • More women are involved with the TED programme with 59% of people identifying as female and 39% male • Older men gravitate towards specific activities, learning a new or utilising an old skill, rather than socialising or chatting and will connect with each other over time and through the shared experience of that activity • Older men are more engaged when there is no pressure to do all of a set activity; allowing instead participate at their own pace, including the option of sitting and watching others • Older men are more likely to attend events/sessions which require with no minimum commitment each week. Drop in sessions have been particularly successful

	<ul style="list-style-type: none"> • Older men often have preconceived ideas about local venues, for example as being 'for women' or 'for old people'. These perceptions may make them less likely to engage with activities taking place in these venues • Older men may take a longer time to 'open up' within a new group. For activities that only last a few weeks, with a set end date, it can mean that the activity finishes just at the point when the individual is feeling comfortable
Supporting male carers in East Lindsey	<ul style="list-style-type: none"> • In East Lindsey there are approximately 1,232 registered carers aged 50+yrs, of whom 444 (36%) are male • Social isolation is a significant challenge for male carers with many being unable to maintain relationships with friends and family due to their caring responsibilities • Male, older carers can become consumed with their caring role and many prioritise the needs of the cared for; putting their own interests to one side. The consequences of this are that the physical and mental health of a male carer can deteriorate • Wellbeing groups aimed at male carers are successful in providing support and opportunities to connect with other carers experiencing similar situations reducing their feelings of loneliness • Older carers can be hard to reach. Many don't self-identify as carers and consider their role to be just a part of being a "father", "mother", "brother" or "sister" • Older generations are less likely to access services because of pride, they don't expect any help, reluctance to accept support due to its perception it's a sense of failure and weakness and/or they are fearful the cared for maybe taken from them • 1-2-1 support, groups and activities support male, older carers gain confidence, self-esteem skills and knowledge to make informed, positive future life choices and improve their access to opportunities including re-engagement provision for those who aren't ready, feel embarrassed or lack confidence to access mainstream provision
The role of Friendship Groups in tackling isolation and loneliness	<ul style="list-style-type: none"> • TED Friendship Groups, especially in rural areas, are a vital source of support • TED Friendship Groups provide a safe space for older people to meet others and socialise • Through taking an asset based community development approach, Friendship Groups can be self-sustaining • TED Friendship Groups have experienced particular success where they have collaborated with local businesses that have regular contact with vulnerable people in the community • The quality and quantity of relationships matter, but you can't manufacture friendship traditional befriending approaches don't work for everyone, however Friendship Groups can offer an alternative, group based befriending offer

TED Commissioning

- 14 commissioned partners (outside of core delivery) with 5 of those still running services until Jan 2021
- 25 commissioned projects (outside of core delivery) with 7 still running until Jan 2021
- £666,863 – value of commissioning in East Lindsey (of direct service delivery to older people) to other (third sector) organisations

- TED funding and commissioning activity has also created a number of employment opportunities in Lincolnshire, equating to approx. 20 FTE roles

Feedback from Big Lottery *“I have been particularly impressed over the last 18 months by the strategic vision and partnership approach taken by the TED Ageing Better programme locally in developing the conditions for real systems change. An example of this is the joint approach now being taken by TED Ageing Better and East Lindsey District Council around their joint plans for the creation of an Age Friendly Community. This is just one of a series of initiatives taking place locally with a range of partners which has real potential impact”*

1.3 Age Friendly East Lindsey

Working closely with Community Lincs (Lincolnshire YMCA) and having recently become the first District Council in the country to join the UK network of Age Friendly communities; ELDC has demonstrated its commitment to support people to live healthier, more active lives as part of its commitment to Better Ageing. ELDC has also developed its portfolio structure, introducing in 2019 a portfolio committed to supporting Better Ageing

Age Friendly Communities

Across the world, people are living much longer. However for many people these extra years are not necessarily healthy or happy. There are multiple factors that contribute to how people experience their older years. There are also many ways in which communities can improve the experience of people as they age. The World Health Organisation (WHO) developed a framework for areas to assess their “Age-Friendliness” after identifying the elements in a community that “support active and healthy ageing” (2006). Originally focused on urban/ city environments, in recent years the focus has expanded to include other types of community.

The ‘age friendly’ concept is built on evidence of what supports healthy and active ageing in a place, allowing more people to live independent lives and contribute to their communities for longer. Age Friendly communities are able to demonstrate that they:

- Are places that foster healthy and active ageing
- Enable people to stay in places on their choosing as they age and continue to play a active role in their communities for as long as possible
- Minimise barriers to participation as abilities decline

Becoming an Age Friendly area is not about achieving a standard, but is about taking the decision to make improvements at a pace appropriate to the specific area. It is a long term commitment to make improvements in line with the ‘Eight Domains of Age Friendly’, following an ongoing cycle of Engagement, Planning, Delivery and Evaluation. It also involves regular sharing of good practice with the WHO network of Age Friendly Cities & Communities. The ‘eight domains’ of the framework are:

<ul style="list-style-type: none"> • Outdoor Spaces & Buildings • Transportation • Housing • Social Participation • Respect & Social Isolation • Civic Participation & Employment • Communication & Information • Community Support & Health Services 	
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The Age Friendly Community process is set out below:

Local Authority application to join the UK Network of Age Friendly Communities
Carry out baseline assessment against 8 specified 'domains'
Build evidence base and develop an action plan (partnership / collaborative approach)
Local Authority (Executive) application to World Health Organisation (WHO) to join international network of Age Friendly Communities <i>"Written commitment to actively work towards becoming a great place to grow old in, for all of its residents. This is done with the support and engagement of older people and relevant stakeholders"</i>
Continue to develop and deliver at a local level, whilst benefiting from national and international network and best practice – continuous improvement

To apply for Age Friendly Status, an area must provide evidence of leadership and political commitment to work towards becoming a great place for older people to live. There needs to be a willingness among senior managers to work towards a community that fosters healthy and active ageing.

The Centre for Ageing Better (CfAB) is an official UK affiliate of the WHO and offer guidance and support to those communities who want to commit to and achieve Age Friendly Status in the UK. They also manage the UK Network of Age Friendly Communities. Following a successful application, East Lindsey became a member of the UK Network in September 2019. <https://www.ageing-better.org.uk/>

Jointly funded by ELDC and Community Lincs, an Age-Friendly Principal Officer (Jane Berni) was appointed in 2019. The Councils Executive Board has also been expanded to incorporate a Better Ageing portfolio. Cllr William Gray has been appointed as Portfolio Holder for Better Ageing.

The Age Friendly Principal Officer is currently working with colleagues across the Statutory and Voluntary sectors to create a Baseline Profile in line with the requirements of the WHO. The assessment is centred on eight domains of age friendly which provide a framework for understanding needs and preferences as well as barriers, local priorities and opportunities for healthy, active ageing.

"The eight domains of age-friendly are all the aspects of community life that need to be considered when making your plans. All eight domains interlink but can be broken into two spheres covering the social and the built environment" (Centre for Ageing Better)

The profile in the form of a Baseline Survey document will be published in June 2020. At this time an application will be made to the WHO for 'Age Friendly Status' as part of the global network of age friendly communities. The process of creating an 'Age Friendly Strategy' with partner agencies will also begin, aligned closely with a local health and wellbeing strategy. It is expected that the Strategy will be launched in February 2021.

The process of becoming Age Friendly begins with a self-assessment; completed using a collaborative approach at both an operational and strategic level and taking account of services, local communities, policies etc.



1.4 National Centre for Ageing Better and Rural Locality Partnership Opportunity

The Centre for Ageing Better (CfAB) is a national charity, funded by an endowment from The National Lottery Community Fund as part of the 'What Works Network' of organisations (<https://www.gov.uk/guidance/what-works-network>). The Network is one part of a wider What Works initiative, launched by the Cabinet Office and HM Treasury in 2013, to improve outcomes and productivity across the public sector through the better use of evidence. The CfAB has a national lead through this network on 'improving lives of older people'.

Coordinated by the What Works Team in the Cabinet Office; the network seeks to provide the best evidence of 'what works' to the people who make decisions about public services. The work of the network supports more effective and efficient services across the public sector at national and local levels. It aims to improve the way government and other public sector organisations create, share and use (or 'generate, translate and adopt') high quality evidence in decision-making and in providing independent, evidence based and practical advice.

Using an evidence based approach, the Centre for Ageing Better (CfAB) works collaboratively to bring about lasting changes in society that make a difference to people's experience of later life, now and in the future. In practice, this means taking an evidence based approach to finding ways to ensure more people in fulfilling work, in good health, living in safe, accessible homes and connected communities. Working to support people approaching later life, it is possible to achieve positive health and wellbeing outcomes.

CfAB Vision: "a society where everybody enjoys a good later life"

- By 2040, we want more people in later life to be in good health, financially secure, to have social connections and feel their lives are meaningful and purposeful
- To achieve real and significant impact, we will focus on where we can make the biggest difference – those approaching later life, a life stage between mid-life and later life

CfAB Priority Goals [evidence based priorities] for people approaching later life to:

- Live healthier, more active lives, reducing the risk of poor health, delaying onset, progression and impact of disease and disability
- Be in good quality work for longer, boosting savings and delaying drawing pensions
- Live in safe, accessible and adaptable homes, remaining independent and active for longer

- Live in communities where social relationships flourish, making it easier to build and maintain close connections as well as wider everyday contact

See Appendix A for further information.

The CfAB 2018 strategy, 'Transforming Later Lives' has a specific focus on helping people who are currently approaching later life_ and particularly those who are at risk of missing out on a good later life. It can be accessed [here](#)

1.5 Rural Locality Partnership Opportunity

In 2019, the CfAB released an opportunity for a rural area to become its Rural Strategic Partner (alongside Greater Manchester and Leeds with whom the CfAB has had longstanding and effective 'Urban' Strategic Partnerships). It is envisaged that through a strategic rural partnership, it will enable the CfAB to better understand, and find way to address the issues faced by older residents living in **rural and coastal** areas. The CfAB note that "...we need to know 'what works' in the different types of places we live in. We need to build a deeper understanding of how rural places overcome challenges as well as maximise the opportunities of our longer lives; across all our priorities on homes, communities, work and health".

The CfAB is now looking to expand its reach and to apply its 'what works' approach to a rural area. The CfAB is particularly interested in area that is both coastal and rural.

Through a strategic partnership approach, the CfAB works with local authorities to:

- *Adopt a joined up, **strategic approach to ageing** (cross-department, multi-level)*
- ***Apply what works** across our priority goals, and learn from local implementation about how to scale and spread*
- *Where we don't know what works, **test and innovate**; generating and sharing learning locally, regionally and nationally*
- *Extend **reach and impact***

Some of the ways the CfAB work with strategic locality partners includes:

- *Generating and sharing evidence of 'what works' and providing support to translate this to evidence*
- *Sharing local good or innovative practice with regional or national networks, including central government*
- *Facilitating connections with third parties that are of mutual benefit*
- *Providing strategic advice and acting as a critical friend on ageing issues*
- *Resources including (non-delivery) funding, expertise, facilitation or convening meetings / events [examples of how we can support our partners with direct resources includes posts to coordinate the partnership activity, supporting pilots and evaluations]*
- *Capacity to deliver on joint goals, e.g. through appointing a partnership manager hosted in the partner authority*

With the support and engagement of a wide range of partners and with the agreement of Lincolnshire's Housing, Health & Care Delivery Group; an expression of interest for Lincolnshire to become the 'Rural Strategic Partner of the National Centre for Ageing Better' was submitted in August 2019.

As one of 11 longlisted areas from across the country, a number of Lincolnshire stakeholders met with representatives of the CfAB during October 2019 to discuss the opportunity for a future

strategic partnership arrangement. This led to Lincolnshire being shortlisted alongside three other areas.



Selection criteria

- Rural (or rural with coastal)
- Led by a local authority
- Senior leadership commitment and political will to deliver a partnership
- Relationships and/or structures which will enable work across priority goals
- Willing to learn, share, experiment, be open and collaborative
- Scale of population and/or depth of need offers potential for significant impact
- Committed to/already engaging those in later life
- Commitment to Ageing Better and making a step change in relation to ageing
- Commitment to using and sharing evidence
- Strategic understand of ageing and opportunities for improvement
- An existing (or plausible route to develop a) system-wide and integrated approach to ageing.

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The CfAB intends to select one rural locality partner with whom they wish to develop a mutually agreed strategic partnership arrangement, supported by a Memorandum of Understanding.

Lincolnshire is currently one of two areas in a final shortlist and senior leaders are due to meet with the CfAB in January 2020 to conclude the selection process. If Lincolnshire is selected as the preferred partner, it is proposed that the Health & Wellbeing Board plays a key role in leadership and governance of the partnership arrangement whilst also ensuring a strong and effective link with the Greater Lincolnshire Local Enterprise Partnership.

The Centre for Ageing Better reported that they were struck by the quality and depth of system leadership, collaboration, innovation and good practice across Lincolnshire and impressed with the emphasis and commitment to ensure people are enabled to live and age well across the county. They describe their confidence in there being a range of exciting opportunities to work with Lincolnshire. They were particularly impressed with the stakeholder meeting, subsequent telephone meeting and the documentation shared with them. Regardless of the outcome, they are keen to work with Lincolnshire - even if outside of a strategic partnership.

The CfAB has published an Impact Review (2018/19) which review details some key evidence of the impact of its work. It also highlights some of the work achieved through the existing strategic partnerships (Leeds and Greater Manchester). The Impact Report can be accessed [here](#)

2. Conclusion

Whilst an ageing population presents challenges, it is possible to work proactively and positively to maximise health, wellbeing, independence and community resilience whilst also maximising economic activity and outcomes. Positive work and outcomes in East Lindsey have been accelerated through the Big Lottery Ageing Better programme and provides an evidence and learning base that offers insight and a blueprint for supporting and enabling Better Ageing across Lincolnshire.

This report has provides information about the work of the Centre for Ageing Better (CfAB) and Lincolnshire's engagement with an opportunity to work as a strategic partner of the CfAB in a

Rural Locality Partnership arrangement. It is proposed that a further report focussed on this opportunity will be provided to members of the Health and Wellbeing Board at a later date.

3. Joint Strategic Needs Assessment and Joint Health & Wellbeing Strategy

The Council and Clinical Commissioning Groups must have regard to the Joint Strategic Needs Assessment and Joint Health and Wellbeing Strategy.

All of the JHWS priority areas can be approached with regard to the needs of people approaching later life to support them to age well. Through the lens of Better Ageing, we are able to develop a best practice approach to the priority areas agreed in the JHWS.

4. Consultation

Members of the Housing, Health & Care Delivery Group were consulted prior to submission of the expression of interest for the CfAB Rural Locality Partnership.

5. Appendices

These are listed below and attached at the back of the report	
Appendix A	CfAB Priorities

6. Background Papers

No background papers within Section 100D of the Local Government Act 1972 were use in the preparation of this report.

This report was written by Michelle Howard (Assistant Director, People - East Lindsey District Council) who can be contacted on 01507 613216 or michelle.howard@e-lindsey.gov.uk

Fulfilling work

Our aim is for more people aged 50 and over to be in fulfilling work by:

- Improving workplace practices to help people remain in work for as long as they want
- Improving support for people seeking to return to work
- Supporting healthy working lives

Our goal is 1 million more people aged 50 to 69 in fulfilling work by 2022



Safe and accessible homes

Our aim is for more people to live in safe and accessible homes by:

- Improving the condition and accessibility of existing housing
- Increasing the diversity of suitable homes for people approaching later life who choose to move
- Making information and advice more easily available to help people approaching later life make good housing choices

Our goal is that by 2030 there will be one million fewer homes defined as hazardous and half of all new homes will meet accessibility standards



Healthy Ageing

Our aim is for more people to reach later life in good health and free of disability.

That will require:

- Persistent and coordinated actions by a wide range of actors nationally
- Changes to structural and environmental factors influencing health locally
- Effective interventions to influence individuals to adopt healthy behaviours

Our goal is for people to have five more years free of preventable disability, and to reduce the gap between the richest and poorest people in disability-free life expectancy by 2035



Communities

Our aim is more people approaching later life to be living in connected communities by:

- Creating the social infrastructure and physical environment for social connections to thrive
- Removing barriers to participation and creating opportunities for people to do the things they enjoy and matter to them

By 2030, we want to see an increase in the proportion of people aged 50+ who report they feel they strongly belong to their neighbourhood

