

LINCOLNSHIRE HEALTH AND WELLBEING BOARD

Open Report on behalf of Glen Garrod, Executive Director Adult Care & Community Wellbeing

Report to	Lincolnshire Health and Wellbeing Board
Date:	6 December 2022
Subject:	Lincolnshire Ageing Better Rural Strategic Partnership Update

Summary

The Centre for Ageing Better (Ageing Better) selected Lincolnshire, following a competitive application, as its rural and coastal partner, one of three strategic partners nationally. An MoU was signed in August 2020 for a five-year period, with Lincolnshire County Council (LCC), East Lindsey District Council (ELDC) and the Greater Lincolnshire Local Enterprise Partnership (GLLEP) as signatories representing a countywide commitment. The partnership aims to coordinate a strategic response to the opportunities and challenges of an ageing population, raising ageing as a strategic priority, and taking joint action to improve later lives for those in the county and beyond.

Partnership activities were initially delayed due to the pandemic and personnel changes in the first year. Even so, progress was made in several areas during this time. Progress with the partnership and priorities was reviewed in November 2021, following the recruitment of a new Strategic Partnership Manager in October 2021. This paper provides an update on progress to date and expected outcomes by October 2023, ahead of this year's annual review, which is due to be undertaken in November / December 2022.

Extending engagement across all local authorities and with health and the community and voluntary sector is now a key focus to maximise the potential for creating an Age Friendly County. This paper also invites agencies not currently engaged with the Partnership and its work to consider how they wish to contribute to and support ongoing developments.

Actions Required:

- Note the work in hand and the progress to date.
- Consider opportunities to engage with the Steering Group and its work programme.
- Consider how to promote the LABSG within the wider health and care system, identifying appropriate colleagues to connect with the Strategic Partnership Manager as appropriate.

1. Background

The Centre for Ageing Better (Ageing Better) selected Lincolnshire, following a competitive application, as its rural and coastal partner, one of three strategic partners nationally. An MoU was signed in August 2020 for a five-year

period, with Lincolnshire County Council (LCC), East Lindsey District Council (ELDC) and the Greater Lincolnshire Local Enterprise Partnership (GLLEP) as signatories representing a countywide commitment. The partnership aims to coordinate a strategic response to the opportunities and challenges of an ageing population, raising ageing as a strategic priority, and taking joint action to improve later lives for those in the county and beyond.

Ageing Better is a charitable foundation, funded by The National Lottery Community Fund, and part of the government’s What Works Network. Its purpose is to find ways to make ageing better a reality for everyone, in relation to good health, financial security, and equity and respect. To achieve this, they work to create change in behaviours, attitudes, policy and practice by campaigning and influencing, developing new ideas for policy and practice, and testing these out, identifying effective practice and innovation and supporting widespread uptake of initiatives.

The key partnership activities in Lincolnshire are around homes and housing, work and employment, tackling ageism, and driving engagement with the World Health Organisation (WHO) Age-friendly Communities approach. Work is underpinned by Ageing Better’s national influencing role with central government, and access to expertise, piloting test and learn projects, and developing best practice.

To support Lincolnshire’s commitment to advocate for change and create an age friendly county, Ageing Better funds a full time Strategic Partnership Manager to connect Ageing Better’s resources with Lincolnshire, and to elevate learning and innovation from Lincolnshire to Ageing Better and its national work. This role is based in Lincolnshire, hosted in LCC’s Public Health Division.

Homes and Housing

Lincolnshire’s Housing, Health and Care Delivery Group (HHCDG) was set up to deliver the Joint Health and Wellbeing Strategy Housing priority. The HHCDG had identified the need to review and transform existing policies and practices to be more person-centred, offer more preventative solutions, wherever possible combining resources to best effect. The Homes for Independence Blueprint and its Delivery Plan identified several actions, and in parallel, LCC’s corporate plan identified an ambition to develop a One Stop Shop for Aids, Adaptations and Equipment.

The strategic partnership enabled Lincolnshire to contribute to Ageing Better’s national Good Homes Inquiry and, through an Ageing Better funded mapping exercise, to explore local service pathways and customer journeys, providing valuable insight for the Good Home Inquiry (GHI) and Lincolnshire Blueprint.

Following this, Ageing Better and Lincolnshire agreed to explore the possibilities for achieving the recommendation that local areas would benefit from having a Good Homes Agency. This is the Lincolnshire Good Homes Alliance project, which aims to provide a framework and potential operating models for more efficient, accessible and clearer support services for residents needing help. Ageing Better has invested £100k to recruit a service design agency to support Lincolnshire to develop and test models of practice to be implemented locally and to inform national support and roll out of this GHI recommendation. This supports and extends the work to develop a One Stop Shop, bringing in resident voice and wider sector engagement for recommendations and models to be developed.

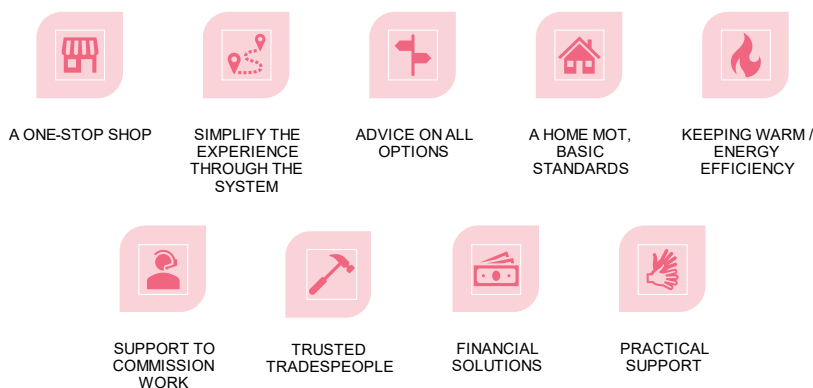
A steering group of senior staff across Ageing Better, LCC and District Councils and a working group focussing on the operational elements of this work has been established. There is senior officer and programme support from Ageing Better, alongside programme delivery through Public Health Officers working on housing, specifically those looking at the One Stop Shop element of services. The work is also supported by a Healthy and Accessible Homes Officer, a post co-funded by all seven District Councils and employed by Boston Borough Council. This work and governance structure directly delivers against action area four of the HHCDG Delivery Plan.

The service design agency is working through four phases:



During the ‘discover’ phase, previous mapping and plans were reviewed, alongside a programme of community engagement with residents and service providers across Lincolnshire. The emerging themes were explored during

the engagement, in the form of a professional / staff survey and a resident survey, run through the Let's Talk Lincolnshire platform. This generated over 60 staff / practitioner responses and over 500 resident responses. Between the working group members, over 100 further individuals have been engaged in more in-depth discussion, through community groups and activities. The 'discover' phase report is complete, with the themes being:



The 'define' phase is coming to an end in November, with workshops seeking to prioritise these key themes, agree the scope, aims, objectives and measures of success of the Good Homes Alliance, to shape the 'develop' phase. Ongoing resident and practitioner engagement is clarifying the issues, identifying gaps, and exploring solutions. The 'develop' phase will consider possible operating models.

The 'deliver' phase will, by the end of March 2023, provide recommendations and enable the HHCDG to test operating models to create more efficient processes / services for Lincolnshire residents. This final phase will also include recommendations and a framework for the operating models to share nationally. Ageing Better has set up a national learning network running in parallel with the work in Lincolnshire, enabling learning to be shared at each stage and to draw in thinking from other local authority areas seeking to follow a similar route in due course.

Following a brief recent discussion with the Deputy Director of the Department for Business, Energy, and Industrial Strategy, we are convening a discussion between him and his equivalents in the Department of Levelling Up, Homes and Communities (DLUHC), and Department of Health and Social Care (DHSC) and the Centre for Ageing Better (CfAB) about the potential to bring together different Government funding streams. This will seek to consider decarbonisation of housing at the same time as resolving other issues with the home (i.e., repairs, improvements, and adaptations). The discussion will also include how to assess when it is not economically viable to bring a home up to standard and what other options are available. This will provide a valuable addition to the GHA development. Further updates will be brought forward as the project continues.

Work and Employment

The Ageing Better Age-friendly Employer guide has 5 principles, as follows:



Representatives from Public Health, LCC HR and Ageing Better have been exploring current approaches to identify age-friendly practices, pockets of good practice that can be replicated, and gaps where the principles can be used to embed further age-friendly elements. The information collated from across the council has informed the review of sections of the People Plan, identified as a key vehicle to embed this work and the good practice identified. Policies including the flexible working policy, guidance and training, the flexible and inclusive recruitment policy and practices, the employee wellbeing strategy, pension workshops, carers guidance and support, and the councils' terms and conditions of employment all support effective practice. Case studies are being collated to profile the excellent work taking place. The next step is to highlight this to achieve consistency across the council. Identified gaps will be developed into recommendations for embedding or introducing new approaches with more

engagement from those residents in Lincolnshire aged 50+ who may apply for roles, and a more age-inclusive work environment to support employees to stay in work for longer where desired and required. The recommendations will be available to be taken forward from April 2023. In the meantime, existing projects and activities have been identified where an additional focus on the 50+ population will be mutually beneficial.

The process and templates created during this work will be promoted as part of setting the standard nationally to support a more age-inclusive approach by all local authorities. LCC, as a large employer, will be advocating this approach by other large employers across the county. Ageing Better is launching a nationwide Age-friendly Employer Pledge in November, for employers who recognise the importance and value workers in their 50s and 60s. Through the Partnership LCC have been asked to be one of the pre-launch signatory organisations.

Ageing Better and LCC, through Justin Brown, Assistance Director – Growth, have been exploring the support that SMEs in Lincolnshire might need to become more age friendly as a solution to ongoing recruitment and retention challenges. Following conversations with Lincolnshire stakeholders a project will begin between January – March 2023, to engage SMEs in workshops to understand their needs and explore support required. Ageing Better will support this by recruiting a post to work through a four-phase project with organisations, starting in Lincolnshire. The four phases are:

- Understand – gathering local labour market intelligence and finding out what local SMEs need.
- Support – offer practical support to employers (e.g. advice, guidance, resources, brokering).
- Learn – collate learning to inform wider local engagement and refine interventions.
- Elevate – take the learning from Lincolnshire into more places across England.

Lincolnshire is also sharing local expertise and views at national level through opportunities at Ageing Better. Justin Brown has a place at the 50+ Employment Taskforce which comprises influential stakeholders, including Department of Work and Pensions (DWP), Institute for Employment Studies, ACAS, West Midlands Combined Authority and the Learning and Work Institute.

Lincolnshire Co-op is part of a national group, advising on and shaping Good Recruitment for Older Workers (GROW) resources to support large and small employers to recruit more age positively. The existing guides have been presented at Lincolnshire Care Association events to support the care sector's thinking around recruitment and retention of older workers who are more likely to have lived experience of being in a caring role. The GROW guide was also embedded within the Community Renewal Fund (CRF) feasibility study, which saw HW Lincs (Healthwatch) work with care homes to test innovative models of recruitment, targeting the over 50's. The report and independent evaluation of effectiveness are due to complete by the end of December 2022.

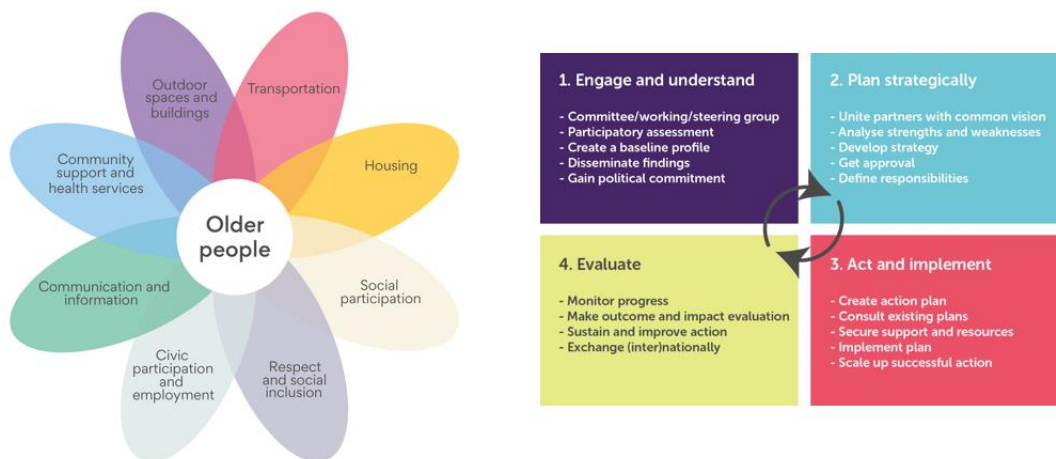
Age Friendly County and Tackling Ageism

The Lincolnshire Ageing Better Steering Group (LABSG), chaired by Cllr Bowkett, reports to the Health and Wellbeing Board. Extending engagement across all local authorities and developing connections into health and the community and voluntary sector is now a key focus to maximise the potential for creating an Age Friendly County, an aspiration of the LABSG from the outset. A stakeholder conference in September 2022 hosted over 80 individuals from a wide range of organisations and sectors. The conference objectives were to provide an opportunity to give project updates to a new audience, gain input into these from new and existing stakeholders, and to explore how stakeholders can collaborate, seeking commitment from the delegates and their organisations to act in implementing change to support Lincolnshire's 50+ population. Delegates identified countywide and district level challenges which will inform learning across all work areas and generate District level solutions-focused conversations.

The LABSG is committed to creating a Lincolnshire State of Ageing report, based on the annual national report produced by Ageing Better. The Public Health Intelligence Team and a member of the LABSG tested and advised on national tools and resources for local areas to create their own versions. This was received positively as an aspiration at the conference and would underpin future plans with resident voice and intelligence into what it means to age in Lincolnshire. As a starting point, Ageing Better funded the creation of a short film that captured voices and pictures of residents across the county and their thoughts on ageing in Lincolnshire. The film and overview transcript are now available for use to promote the work.

Creating an age friendly county aligns with the WHO Age-friendly Communities framework. This approach is being followed by East Lindsey District Council (ELDC) and is gaining interest across other local authorities, along with joining the UK Network of Age-friendly Communities, a national peer support network managed by Ageing Better. Having completed the baseline assessment of the framework, ELDC has committed funds to recruit a post to review their baseline assessment, update the resulting action plan and deliver on that plan.

WHO Age-friendly Communities framework and programme cycle:



Commitment will now be sought from senior officers and councillors to co-fund a shared post to support the baseline assessment and action plan development for the other 6 District Councils. Each District will be encouraged to sign up to the UK Network of Age-friendly Communities, with resources, templates and advice available to support them on this journey.

The development of partnerships and connections across the county and across different sectors is a focus going forward. Partners with an interest in the health of the 50+ age group are being engaged and are reflecting on their offer and ensuring this age group are considered in developing plans. One of the partners, One You Lincolnshire, has piloted a physical activity intervention targeted at people aged 50+ considering social inclusion, physical activity and health education, in Moulton, Grantham and Boston. Partners referred 26 individuals ranging from 55 to 86 years old to the initial programme. This intervention is now shelf-ready to deliver more, dependant on contract requirements and capacity. This is being explored further.

Lincolnshire’s Strategic Partnership with the Centre for Ageing Better

Lincolnshire brings a rural and coastal perspective to Ageing Better, helping to shape work, develop projects and gather insight. This is mainly achieved through the Strategic Partnership Manager being the conduit between Ageing Better and Lincolnshire, with residents lived experience being fed into national pieces of research and work.

Examples include:

- An RSA research piece into people’s lived experience of engaging with community-centred approaches to health and wellbeing. Lincolnshire and Birmingham were selected as the two focus areas to provide public voice. This also led to profiling interventions Lincolnshire implemented during the pandemic around digital connectivity.
- A Lincolnshire resident now sits on an Ageing Better lived experience advisory group, helping to shape the way Ageing Better develops projects, collates insight and captures peoples’ views.
- During a national councillor’s session on age friendly approaches and the WHO framework, Cllr William Gray, LCC and ELDC, profiled the age friendly work in Lincolnshire and his role as an age-friendly champion.

Over the next 12 months the expected outcomes for the Partnership include:

Homes and housing

- Recommendations produced for an operating model for a Lincolnshire Good Homes Alliance to achieve a more efficient, customer friendly offer.

- Learning and operating models created as a framework to support other areas nationally to work towards the Good Homes Agency recommendation from the GHI.
- Lincolnshire learning feeds into the GHA national learning network.
- A delivery plan for implementing a GHA in Lincolnshire with Ageing Better support for evaluating outcomes.
- National conference March / April 2023 – to promote the outcomes from Lincs GHA work.

Work and employment

- Establish the needs of SMEs in Lincolnshire and create a portfolio of support to help SMEs to engage with workers and potential workers in their 50's and 60's.
- Agree and deliver a plan for LCC to become an age-friendly employer (embedded within the LCC People Plan).

Age friendly county and ageism

- Continue to raise the profile of the partnership and the ageing agenda, connecting with a wider range of organisations, in particular the health and community sectors.
- Increase the number of districts signed up to the UK Network of age-friendly communities.
- An established Live Longer Better Alliance promoting and using Ageing Better's age positive image library.
- All local authority Communications teams following the age positive communications principles.
- Recruitment of a countywide post to support the drive for an age friendly county.

2. Conclusion

This is the end of the second year of a five-year partnership. The governance structure links the partnership directly into the Health and Wellbeing Board, through representation and linked work priorities, and the LABSG meets quarterly, with good attendance. Work to date has involved establishing the LABSG, initiating relationships and commencing initial tasks for the Housing workstream. Despite interruptions for covid and staffing changes, there is growing awareness of the relationship with Ageing Better and the opportunities this affords. Many conversations and early plans are starting to become reality, supported by financial and capacity investments from Ageing Better into Lincolnshire.

The next 12 months will see more projects come to fruition. The partnership and priority projects are putting Lincolnshire in a position where it can be seen as a place of excellence for ageing, with the GHA helping to shape national frameworks and roll out, the age-friendly employer work setting the standard for other councils and employers, and the age friendly county generating a joint vision and action on creating a place where people can age well and enjoy later life. Wider stakeholder engagement will support and further strengthen links into the community and build on the importance of the health and care sectors in this agenda, as well as the need to gain commitment from all local authorities to make this agenda a priority, recognising Lincolnshire's changing demographics.

There is great potential for Lincolnshire to contribute and shape national thinking, supporting partners outside the county, whilst bringing learning back into the county for the benefit of residents. Expertise and resource are easily accessible through Ageing Better's staff and connections with other organisations and government agencies.

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

The ageing better work cross cuts many of the topics in the JSNA and of the JHWS themes, including Housing, Carers, Physical Activity and Mental Health. Many of the objectives relate into the work based on bringing an ageing lens to plans and actions.

The programmes of work detailed in this report align to the preventative and collective action approach of the JHWS, whilst the focussed work around tackling ageism will draw out the focus around inequalities.

4. Consultation

No formal consultation has taken place in writing this report, but the work programmes and especially the Housing work strand involve extensive consultation and engagement with older people, frontline staff and strategic partners.

5. Appendices

None

6. Background Papers

These are listed below and attached at the back of the report	
These links provide access to items shared at September's Lincolnshire Ageing Better Conference.	<p><i>Slides:</i></p> <ul style="list-style-type: none">• Access available here <p><i>Films and videos:</i></p> <ul style="list-style-type: none">• Living Longer Infographics• Ageing in Lincolnshire film• Ageing Better film• Age-friendly Communities Video• Nottingham "Take a Seat" Campaign Video• Isle of Wight Age-friendly Training Video• East Lindsey 'TED and I' Poem Video <p><i>Resources and links:</i></p> <ul style="list-style-type: none">• State of Ageing Report (summary report also available)• Ageism Video• Image Library• Communications Principles (summary video also available)• Centre for Ageing Better Website

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