

Notes from:	<b>UK Advisory Forum on Ageing 22 February 2012</b>
<b>Chair:</b>	part: Charlie Massey, Department for Work & Pensions (DWP) part: Elaine Squires, Department for Work & Pensions (DWP)
<b>Ministers attending:</b>	Steve Webb, Minister of State for Pensions Paul Burstow, Minister of State for Care Services
<b>Members:</b>	John Storey, Older People & Age Team, Equality Unit, Scottish Government Claire Keatinge, Commissioner for Older People for Northern Ireland Andrew Regan, representing Ruth Marks, Older People's Commissioner for Wales Barry Wilford, East Midlands Regional Forum Ron Douglas, East of England Regional Forum Ellen Lebethe, London Regional Forum Norman Jemison, North East Regional Forum Pam Flynn, North West Regional Forum Ruth Rose, South East Regional Forum Audrey Cloet, South West Regional Forum Terry Paget, representing Keith Sherman, West Midlands Regional Forum Shelagh Marshall, Yorkshire & Humber Regional Forum Agnes McGroarty, Scottish Older People's Assembly Alan Sidaway, Scottish Older People's Assembly Rob Blundell, Welsh Senate of Older People Mervyn Kohler, Age UK Alan Hatton-Yeo, Beth Johnson Foundation (BJF) Gilly Crosby, Centre for Policy on Ageing (CPA) Howard Lewis, UKOPAG representing ChangeAGEnts Network UK Limited Baroness Sally Greengross, Equality & Human Rights Commission (EHRC) Raj Jogia, Kensington & Chelsea Forum for Older Residents Prof. Stephen McNair, National Institute of Adult Continuing Education (NIACE) Dot Gibson, National Pensioners Convention (NPC) Laura Bennett, SENSE
<b>Observing:</b>	Dr Nori Graham, Age Action Alliance Tony Watts, AGEnda
<b>Officials:</b>	Lorraine Jackson, Department of Health (DH)
<b>Apologies:</b>	Paul Carnie, representing Junior Ministers Gerry Kelly & Robin Newton, Office of the First Minister & Deputy First Minister (Northern Ireland) Andrea Nicholas-Jones, Adult Social Services Policy Division, Welsh Assembly Wendy Bourton, National Partnership Forum for Older People, Wales Dawn Warwick, Association of Directors of Adult Social Services (ADASS) Steve McIntosh, Carers UK Alan Beazley, Employers Network for Equality & Inclusion (ENEI) Matthew Hibberd, representing Cllr David Rodgers OBE, Local Government Association (LGA) Chris Ball, The Age and Employment Network (TAEN)
<b>Speakers:</b>	Lady Christabel Flight, Silver Sunday Sarah Mosses, BRITDOC
<b>Secretariat:</b>	Gwen Wolf, Department for Work & Pensions (DWP)

<b>Table Facilitators:</b>	Ken Cooper, Department for Work & Pensions (DWP) Jo Corkett, Department for Work & Pensions (DWP) Helen Dimmock, Department for Work & Pensions (DWP) Sheila Simpson, Department for Work & Pensions (DWP) Russell Taylor, Department for Work & Pensions (DWP) Simon Wilkinson, Department for Work & Pensions (DWP)
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**Welcome and update  
Charlie Massey DWP**

Charlie welcomed everyone to the meeting and took the opportunity to introduce several new members:

- Claire Keatinge, recently appointed as the Commissioner for Older People for Northern Ireland;
- Barry Wilford, the new representative for the East Midlands; and
- Agnes McGroarty and Alan Sidaway, from the Scottish Older People's Assembly.

Charlie also introduced Jo Corkett, the coordinator for the European Year for Active Ageing and Solidarity between Generations 2012 and suggested members might like to "Get Involved" with 2012 and find time to talk to Jo during the day.

Finally Charlie advised members that this was the last meeting that Audrey Cloet would be attending for the South West, and recorded his, and the meeting's, thanks to Audrey for her valuable contributions at previous meetings and all her other work on behalf of older people and the wider ageing agenda.

**Baroness Sally Greengross, EHRC  
Close to home**

Baroness Sally Greengross gave a presentation on Close to Home, the report on the EHRC inquiry into older people & human rights in home care. This was followed by a short plenary discussion.

A copy of the presentation is available with these notes.

A copy of Close to Home is available from <http://www.equalityhumanrights.com/legal-and-policy/inquiries-and-assessments/inquiry-into-home-care-of-older-people/close-to-home-report/>

**Dot Gibson, NPC  
Dignity Code**

Dot Gibson introduced the NPC Dignity Code, briefly explaining the development of the Code and the purpose behind it.

A copy of the Dignity Code is available with these notes, and additional information is available from <http://npcuk.org/>

**Minister of State for Care Services, Paul Burstow  
Caring for our Future**

The Minister apologised to the meeting that he was only able to spend a short time there but understood that some members would be attending the launch of the NPC Dignity Code that Dot had just spoken about. He added that he was looking forward to working with Dot and her colleagues on promoting the Code; and added that the key was to use it to drive changes in behaviour and approaches to leadership and training.

The Minister reminded the meeting that while it was important to be aware of, and concerned about, poor experiences of care, including home care, it was also important to recognise that this was not the whole picture and he commended the EHRC report Close to Home as giving a balanced and measured picture of home care services. The Minister recommended members to read the full report.

The Minister then took the opportunity to update the meeting on a number of developments since the last meeting in November.

Firstly on 'Caring for Our Future: Shared ambitions for care and support' the engagement exercise on the reform of care that ran from mid September until early December 2011. The exercise identified six areas for discussion where there is the biggest potential to make improvements to the care and support system. These areas are quality and workforce; personalisation and choice; shaping local care services; prevention and early intervention; integration; and, the role of the financial services. Ministers asked six discussion leaders from the care and support community, each supported by an expert reference group, to help the Department of Health explore these themes, and engaged widely, including with UKAFA.

At the November UKAFA meeting Alex Fox who led the Prevention work stream and Gordon Morris from the group looking at the role of financial services led a lively discussion and the views from that were fed into their conclusions which they

presented to Ministers in December. The presentation which summarises what all the discussion leaders fed back is available on the Caring for Our Future website.

Some of the key points from those presentations are:

- The importance of better integration not just across health and social care but also wider support services;
- The care and support system should not be solely for those who are state funded;
- Strong support for a universal offer on information, advice and care navigation;
- The system needs to be clearer so people can plan and prepare;
- Better support is required for families and carers;
- Housing could play a key role in meeting care and support needs.

The Department of Health is continuing to work with the discussion leaders and reference group members to develop these policy recommendations working towards the White Paper, and progress report on funding reform, which is due to be published this Spring.

Last month, on 3 January 2012, the Government announced further funding to help people leave hospital; a one-off investment of £150 million allocated to PCTs for immediate transfer to local authorities to enable local services to discharge patients from hospital more quickly and provide effective and ongoing support for people in their own home.

And at the same time, the Government also announced an additional £20 million to be made available to fund the Disabled Facilities Grant up to the end of this financial year, helping more people with a disability to access the aids and adaptations they require to live independently at home.

On 6 January 2012, the Prime Minister announced a package of initiatives aimed at improving the standard of nursing care in this country. One of these initiatives was to create an independently chaired Nursing and Care Quality Forum. The intention is to use this Forum to exhibit national leadership, to stimulate local action by those delivering care, and to promote the improvements needed across the different services. Other initiatives include the introduction of hourly ward rounds, and the freeing up of nurses so that they can spend more time with patients.

The Minister also expressed his interest in working with the new Nursing and Care Quality Forum to drive improvement in older peoples care in all settings and to disseminate best practice and agreed to report back at future meetings once that Forum had met to explore how members of UKAFA could positively influence its work.

Finally, the Minister advised the meeting that he would be hosting, in conjunction with the Campaign to End Loneliness, a summit on loneliness and isolation.

The summit is intended as a high level “mobilising” meeting bringing together representatives from health and care, commissioners, policy leads and representatives from the voluntary, community, statutory sector, health and wellbeing boards and business to highlight the issue and effects of loneliness and isolation on

older people.

The Minister drew the meeting's attention to recent reports that suggest that loneliness and isolation can be as detrimental to health as smoking. The Government is concerned about the health impacts, but also recognises that a wide variety of factors can contribute to the problem. That's why tackling loneliness requires efforts across a number of fronts. The Minister expressed his hope that a range of actions would follow from the event that government colleagues such as Steve Webb, the Minister of State for Pensions and he could champion.

Members raised questions on a range of issues including telecare, befriending, a definition of care, long-term conditions, and joining up services.

The Minister agreed that there were many beacons of good practice around the country, including the Red Cross, and that it was important to ensure that these ignited something bigger. He added that telecare is a useful unifier on a number of points. Technology is the enabler to better joining up of services and also in helping people to better self manage their health needs. IT can reduce hospital admissions and cut mortality rates by 45% but needs to work from the individual's perspective and be people not technology centred.

The Law Commission made a number of recommendations about drafting principles that define what care is and the Government is looking at how that might be framed in the legislation. The question about where the responsibilities of a care worker start and end is one of the many issues that will have to be addressed in guidance and training.

The Government is also working to develop an outcomes framework for long-term conditions which is focused on managing these conditions effectively and reducing the risk of individuals developing further problems.

The Minister concluded by saying that the forthcoming White Paper would be about moving individuals from crisis to wellbeing and how to enable people to fulfil their potential at every stage of their lives. Before leaving, he added that if members had further questions Lorraine Jackson from the Department of Health would be happy to take these forward with him after the meeting.

**Gwen Wolf, DWP**  
**Taking stock, UKAFA review & evaluation**

Gwen introduced this item, by explaining the motivation behind the review and evaluation exercise and asked members to discuss:

- All table groups to discuss: Is UKAFA what it should be?
- And at least 1 of the following:
  - What more should UKAFA be doing?
  - What does UKAFA do for your forum/organisation?
  - How does the practical stuff work for you?
  - What did I miss?
- And record the key points from their discussions.

A copy of the discussion document sent to members in advance of the meeting, the discussion document provided for the meeting and the outcomes of the table discussions are attached at Annex A.

**Paper to Years Ahead Board from the Elders Council of Newcastle**  
**Norman Jemison**

Norman Jemison from Years Ahead, the North East Forum on Ageing introduced a paper prepared for them by the Elders Council of Newcastle, and invited members to provide views and comments on the paper.

A copy of the paper is available with these notes.

**Minister of State for Pensions, Steve Webb**

The Minister opened the session by saying that he wanted to seek members' views on Older People's Day; adding that he was aware that even the name Older People's Day sometimes raised questions. He explained that three or four years ago if anyone had mentioned Older People's Day to him, his response would have been "What?".

Older People's Day has been very much community driven, and while the number of locally organised and delivered events has grown significantly over time, what has

perhaps been lacking is a national perspective. The Minister asked members to think about:

- what they would want to achieve from Older People's Day;
- whether there should be a national theme to focus Older People's Day celebrations; and
- what could be done to get Older People's Day into the national consciousness.

Members discussed these issues and the Minister took the opportunity to join the different discussion groups. The comments from these discussions are at Annex B.

The Minister thanked members for their contributions and highlighted points that had particularly caught his attention:

- activities/events involving both younger and older people;
- the idea that "our community is better because this older person is a part of it";
- using images that reflect the full diversity of older people.

The Minister then challenged members to consider the tension between the positive celebration of older people and the importance of continuing to recognise the need to tackle issues like loneliness and isolation; and how these different messages might sit alongside each other.

Members recognised the potential for tension here but overall considered that the key message should be about understanding and appreciating the complexity of ageing, rather than seeking to simplify the truth.

The Minister concluded by confirming with members that their expectation was that Older People's Day would be positive, celebratory and honest.

### **Silver Sunday Lady Christabel Flight**

As part of the session on UK Older People's Day, Lady Christabel Flight gave a short presentation on her ideas for Silver Sunday celebrations in October 2012.

A copy of Lady Flight's presentation is available with these notes.

**Ping-Pong – Never too old for Gold**  
**Sarah Mosses, Partnerships Manager, BRITDOC**

Sarah Mosses, Partnerships Manager at BRITDOC gave a presentation on the documentary film Ping-Pong about the over-80s World Table Tennis Championships. The film challenges perceptions of what it is to grow older; with humour and sensitivity it engages with the issues we all face in an ageing society.

A copy of Sarah's presentation is available with these notes.

**Next meeting**

The next meeting will be on Wednesday 23 May 2012; and will be held at EEF Broadway House Conference Centre, Broadway House, Tothill Street, London, SW1H 9NQ. The meeting will start at 10.45, with refreshments available from 10.30.



## **Annex A**

### **UK Advisory Forum on Ageing (UKAFA): Taking Stock (Review & Evaluation) 2012**

#### **Initial discussion document:**

#### **1. What does DWP want to achieve from this exercise?**

- A brief summary of achievements.
- Opportunities for improvement to processes.
- Options for future development of UKAFA, for example does the current membership give us the right balance?

#### **Is there anything you think should be added to this list?**

#### **2. Areas to consider:**

- UKAFA “tangible” outcomes, e.g. contributions to consultations, etc.
- UKAFA “less tangible” outcomes, e.g. improved understanding, building social and knowledge capital.
- UKAFA processes, e.g. communications, meetings, delegate pack, presentations, notes from meetings.

#### **Is there anything else we should be looking at in this review?**

#### **3. Questions about your organisation/forum & UKAFA:**

- What does your organisation/forum gain from your attendance at UKAFA meetings?
- What difference, if any, has UKAFA made to the work of your organisation/forum?
- Has UKAFA improved your forum’s/organisation’s understanding of the policy development process? And the role/responsibilities of Ministers?
- Has UKAFA helped/changed your forum’s/organisation’s understanding of ageing issues and/or priorities?
- Has membership of UKAFA provided you/your forum/your organisation with the opportunity to develop wider communication networks/establish peer support networks/undertake joint problem solving/consider partnerships with different organisations?

#### **4. Questions about what UKAFA does/might do:**

- Should UKAFA do more to promote peer support networks, etc, between members and those they represent? If so, what would you have in mind? And how might that be developed/supported?
- Is UKAFA too focused on Westminster policies for England? If so, what changes would you suggest to achieve a more balanced UK wide agenda?
- Do UKAFA proceedings sufficiently reflect your forum’s/organisation’s priorities? If not, what can be done to address this?
- Does UKAFA fulfil the role you/your forum/your organisation expects it to? If not, please explain where “the gaps” are; and indicate what might be done to address these.
- If we were setting up UKAFA today what would you/your forum/your organisation want to see?

## **5. Questions about UKAFA Communications products:**

- A number of communications products, listed below, are issued to support UKAFA meetings. Which of these do you find most useful? Which could be discontinued? What other communications products would you find useful?
- Current communications products are:
  - E-mail with location, date, time, etc. – usually issued 4-6 weeks in advance of the meeting;
  - Update note of any items from the previous meeting and an outline of the agenda for the forthcoming meeting including a short paragraph on the content and likely themes for discussion of each agenda item – usually issued 4 weeks in advance of the meeting;
  - Where appropriate, or requested by the speaker, more detailed information on particular agenda items to enable members to seek wider views in advance of the meeting – usually 4-6 weeks in advance of the meeting, or as soon as received from the speaker.
  - Delegate pack, including final agenda, list of members attending, copy of all presentations, copy of any other supplementary information, list of information communications sent since the last meeting, future meeting dates, meeting feedback sheet – provided on the day
  - E-mail with electronic copy of presentations from the meeting – usually within 5 working days after the meeting;
  - E-mail with copy of the final notes from the meeting and presentations – usually within 4 weeks after the meeting.
- UKAFA members also receive more general information that may be of interest, including links to press releases, consultations, publications, etc. Do you find these useful?

## **UK Advisory Forum on Ageing (UKAFA): Taking Stock (Review & Evaluation) 2012**

### **Discussion topics for UKAFA meeting:**

We would like all groups to discuss: **Is UKAFA what it should be?**

In this discussion you might want to consider the following:

- If we were setting UKAFA up today would it be different? And if so why? And how?
- Does UKAFA fulfil the role expected of it? If not where are the gaps? And what should be done about it?
- Does the current membership give the right balance for a forum on ageing?
- What might be the options for future development of UKAFA?
- Is UKAFA too focused on Westminster policies for England? And if so, what changes would you suggest to achieve a more balanced UK wide agenda?

Please also discuss at least 1 of the following:

### **What more should UKAFA be doing?**

In this discussion you might want to consider:

- Should UKAFA do more to promote peer support networks, etc. between members and those they represent? And if so, what do you have in mind? And how might that be developed/supported?
- Do UKAFA agendas properly reflect the full scope of the ageing agenda? And if not what could be done to change this?
- Do UKAFA agendas reflect your forum's/organisation's priorities? And if not, what could be done to address this?
- Should there be more scope for co-production? Please detail how you would see that working?

### **What does UKAFA do for your forum/organisation?**

In this discussion you might want to consider:

- What does your organisation/forum gain from your attendance at UKAFA meetings?
- Has your forum/organisation recognised any increase in social and/or knowledge capital as a result of access to UKAFA? And if so, please detail what that might be.
- Has UKAFA influenced the work/priorities/understanding of your organisation/forum? And if so, in what way?
- Has membership of UKAFA provided you/your forum/organisation with the opportunity to develop wider communication networks/establish peer support networks/undertake joint problem solving/consider partnership working with different organisations? And if so, please explain further.

### **How does the practical stuff work for you?**

In this discussion you might want to consider:

- UKAFA meetings – accessibility of venues; services available at venues; running of the meeting; information provided in relation to the meetings, e.g. invitation e-mail, information on content of meeting, agendas, relevant publications, etc.
- UKAFA communications products – delegate packs for UKAFA meetings; notes from UKAFA meetings; presentations from UKAFA meetings; UKAFA specific information, e.g. vision & mission statements, terms of reference
- Periodic general information e-mails

### **What have I missed?**

## **UK Advisory Forum on Ageing (UKAFA): Taking Stock (Review & Evaluation) 2012**

### **Table feedback:**

#### **UK wide:**

- Is the UKAFA title misleading. Surely this is the English Forum on Ageing. Very little input from the Devolved Administrations.
- An achievement has been to get the devolved nations involved in non-devolved issues!
- Need more sharing from the devolved nations to UKAFA, e.g. the Care Service in Wales.

**Ministers:**

- UKAFA provides direct access to Ministers.
- Important to have direct access to Ministers to air difficult issues effectively using the wide experience of members and real life stories.
- The fact that since this new Government came to power Ministers had attended all the meetings, making it much more relevant. As a result of the contact with Ministers members have been able to influence policy makers.
- Consistent across two Governments; good way of getting information directly from Ministers.
- Is it possible to get the Health Minister involved as an integral part of UKAFA?
- Would like more discussion about housing – can we get the housing minister to attend?
- Want Ministers from other Departments to attend to discuss items relevant to their areas. Ideally UKAFA should have advance notice of this so that concerns/ agenda items could be fed into Ministers team in advance of meeting. Feeling was that there was too much emphasis on social care.
- Felt that things are only just getting organised, and that as a result of current Ministers input, UKAFA was starting to get its act together.
- Ministers do not attend for long enough; there should be more time for questions and answers and more interaction.

**Other Government Departments:**

- Stronger cross Government response required. Representation from other Government Departments lacking.
- Having named officials really helpful in providing access to direct policy maker - Roger Wilshaw (Department for Communities & Local Government) was cited as an example.
- Absence of UKAFA rural affairs sub-group with direct link to DEFRA means there is no platform to raise and progress issues specific to rural areas.

**Forum members:**

- Engaging with Older People is why the Forum was established in the first place - we should not lose sight of this.
- Reps are able to provide clear feedback to members.
- Wrong representatives from the forums initially, i.e. not older people.
- Suggestion that there should be greater representation from the regions (2 per region).
- We lack academic input.
- Need to recognise older people are not a generic group, should include more representative mix of older people, e.g. ethnic minorities, people with disabilities, etc.

**Outcomes:**

- Information gleaned enables reps to return to their Regions with a clearer understanding of Policy.
- Some members felt that there was very little policy or leadership coming from UKAFA.

- Good to be able to share and discuss ideas/information/developments with others who may have different experience.
- No feedback on what happens to the view/comments that Ministers take away.
- UKAFA spends far too much time being reactive, rather than influencing policy.
- There was a feeling that the LGA through their group had achieved more on this agenda in a few months than UKAFA had achieved since its inception.
- UKAFA should act as a “critical friend”.
- Progress has been made since formation.
- Talked about the aim early on to have quick wins with Older Peoples Champions, but despite a lot of good work, nothing had happened.

**Communications:**

- Should be using some of the new social media Networks - Facebook, Twitter, etc. rather than e-mail.
- UKAFA specific communications are first class.
- Should an induction pack be provided for new members?

**Agenda items:**

- Sometimes the counter argument should be given a platform - balanced approach to debate.
- Quality of speakers is excellent.
- Would like a discussion about how people in their 60's are going to look after themselves as they age.
- There was a call for Regional Chairs to get their forums to discuss a common theme for the next three months and then report findings back to UKAFA either as part of the meeting or via a report that could be collated and discussed as part of agenda/with ministers.

**Other:**

- UKAFA - is excellent and should not be messed around with.

## Annex B

### Feedback from UKAFA table discussions on Older People's Day:

- Is Older People's Day the right name? Alternatives: "Elders Day"; "Silver Day" suggested. Discussion over the term 'older people' indicated concerns more about the perception of older people in society, than the name of the day.
- A national event could be held featuring an ambassador, not a famous person or a celebrity, but, someone who has achieved something in their community.
- Celebrate the contribution of all older people with the theme of "Our family or community is better because this person is part of it".
- Should aim to change negative images, such as the perception of older people as a drain on the state; and older people as victims; there is too much emphasis on negative experiences. Older people are also active contributors.
- Create a lasting legacy by focusing on a theme of "Connect"; this would be about encouraging neighbourliness, being active, getting involved, integrating into society, involving schools and other intergenerational contacts. Aim for activities that develop positive lasting relationships across generations; recognising a link between Older People's Day and the European Day for Solidarity between the Generations on 29 April.
- Build-up publicity over time through promotion of older people's contribution to society, then 1 October would be culmination of this build-up rather than just a celebration for one day.
- Positive images of older people should not exclude the frail and very elderly – vulnerable older people still make a contribution.
- Important that Older People's Day is promoted in both local and national media.
- Opportunities for local and regional forums to focus activity and events, e.g. in East Sussex, all forums have a slot in their forward plans about what they will do positively for Older People's Day; potential for local groups to use the day to raise their profile and extend their membership.
- Getting older is not as much fun as being younger and anything you say to try to address to that can be seen as patronising. There is serious research that has been done and we should draw on that.
- Involve the greetings card industry (although some concerns that cards might be patronising).
- Ask Google to "mark" the day.
- Arrange for a celebratory postage stamp issue.

- Older People's Day should be noted in diaries and calendars.
- Exploit opportunities to link with other celebrations this year, e.g. the Royal Jubilee, the Olympics and Paralympics.
- Don't discourage local groups from repeating previously successful events, e.g. tea dances, bingo sessions, sing-songs.
- Hold participation events, e.g. arts & crafts, concerts, local history, etc., featuring both older and younger participants.
- Demonstrate older people are an active part of society by having a party.
- Get the media involved by engaging with some younger pop stars.
- Have a big concert with older and younger pop stars.