

Ageing Well – programme legacy

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Aims of the Ageing Well programme

- Commissioned by DWP
- Local Government Association (LGA) Sector led programme over 2 years - £4.6m
- Designed to help single tier councils and their partners prepare for an ageing society - opportunities and challenges
- Re-positioned to meet policy aims of coalition government
- Focus on:
 - strong **leadership** for the ageing agenda
 - a more **strategic approach**
 - **engagement** with older people
 - more **joined-up** services
- To have a lasting impact.

Scope and reach of the programme

By end of March 2012 the programme delivered:

- intensive bespoke support to **over 60** councils
- other on-site support to around **100** councils
- two day Leadership Academies to around **100** elected members
- leadership workshops for groups of elected members in several regions
- Support to **26** Scrutiny Committees to incorporate the ageing agenda into their work

Scope and reach of the programme

- Facilitated seminars to around **1,000 senior** officers and elected members for example:
 - Tackling Social Exclusion
 - Involving Older People
 - Building capacity during austerity
 - Joint Strategic Needs Analysis (JSNA)
 - Achieving More for Less
 - Strategic Housing
 - Age Friendly Places
 - Not the usual suspects.

More...

- Support for 19 councils to adopt a **'place based' approach**
- Support for 15 councils to integrate the ageing agenda and engagement with older people into their **Health and Wellbeing Boards**
- Engagement with over 30 councils in nine regional **Action Learning Sets**
- Work with 31 councils on an **intergenerational programme** to develop a peer support approach.

Also..

- Ground breaking work with two councils (Hampshire and Sheffield) to develop an approach for creating '**dementia friendly communities**'
- Several '**think tank**' discussions with Chief Execs, Directors of Adult Services and Government Departments
- A guide for councils on addressing loneliness and isolation
- Support for **workforce initiatives**
 - Ageing Studies Certificate the first academic qualification
 - ADASS Community Leadership Project.

What is the early evidence in terms of the difference Ageing Well has made.

- Interim evaluation by MORI
 - drawing on views of participants and wider sector
- 78% that engaged with programme felt it had helped them
 - access best practice, specific expertise and networking
- Councils told us that they faced key challenges moving from strategy to implementation to improve outcomes for older people
- Acid tests
 - does the programme lead to better places to grow older?
 - Outcomes over time
- Final evaluation report June / July 2012.

Ageing Well Programme Legacy

DWP have funded 2 posts to:

- disseminate the findings and learning from the Ageing Well programme across **local government**, other **Government Departments** and **Stakeholder organisations**
- work with other Government Departments and partner organisations to deliver support to local authorities, that will **embed the legacy of Ageing Well in terms of good practice and learning**
- influence and encourage **local authorities, their partners and stakeholders** to use the legacy tools and products
- maintain contact with, and encouraging advocacy, from those councils who received bespoke support to **be champions** for the learning, tools and products from the programme.

Ageing Well Programme legacy

- Resources are available for councils and others stakeholders, beyond the life of the programme via the Ageing Well website launched in **April 2012** and hosted by the LGA at www.local.gov.uk/ageing-well these include:
 - **Guides**
 - **Case studies**
 - **Links to other resources and organisations**
 - **The Knowledge Hub**
 - **Tool kits**
 - **Pod casts**
- Extending the availability of Ageing Well products to a wider audience, e.g. commissioners, older people's groups and forums, influencers
- Increase awareness in other government departments, and Civil Society sector organisation, membership of the UK Advisory Forum on Ageing, the English Forums on Ageing, the Ageing Society Strategy Group, and members of the Age Action Alliance and key partners or stakeholders.



Topics

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Ageing Well legacy

This resource shares the work of the Ageing Well programme. It looks at what makes a good place to grow old and action councils can take to create one. Ageing Well was an intensive programme of support for councils delivered by the Local Government Association and funded by the Department for Work and Pensions.

Society is changing, and advances in health and living conditions are helping people live longer.

There are now more people over state pension age in the UK than children. By 2050, a 65-year-old man in Britain can expect to live to 91. In 1950, his life expectancy was 76.

It's great news for us all. But we need to be prepared for this ageing society. We need to provide services that make towns, cities and villages good places to grow old.

Housing with extra care options, good transport, and easily accessible information about what's available for older people are just a few things which are key to helping older people live happy, healthy lives.

In this section, you will find practical advice for councils and their partners, with case studies, written guides and videos. It will point you to other resources, to toolkits, and to websites of organisations that can help you and link to the Knowedge Hub where you can share your own findings and discuss the issues with people with a shared interest.

At a glance:

- Older people in our society deserve every opportunity to age well, in communities that value their experience.
- Local concerns need local solutions. Councils can take the lead in developing innovative ageing well approaches alongside their partner agencies.
- This is a challenging agenda. We are facing unprecedented reductions in public sector funding: at the same time there is an unprecedented increase in the numbers of older people.
- Progress is possible and support is available through the resources on this website and through other organisations detailed here.

Ageing Well topics

[What makes a good place to grow old?](#)

[How to achieve a good place to grow old](#)

[How to know you have a good place to grow old](#)

Resources: Quick links

Access all the Ageing Well knowledge and learning resources in two clicks

[Case studies](#)

[Written guides](#)

[Videos](#)

[Toolkits](#)

[Other resources](#)

[Other organisations](#)

Topics

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What makes a good place to grow old?



People are unique, and need different components in life to make them happy and healthy. So what makes a good place to grow old?

There's no one size fits all answer as places are different too. But most people and places need good housing, an environment where older people are valued and respected, and a place where people are not isolated or lonely, and have the support they need to enhance their health and wellbeing.

This area of the Ageing Well resource looks at these issues in depth, with case studies and videos, written guides and links to other resources.

It looks at how local authorities can promote age equality and the value older people bring to the workplace and economy. It gives examples and ideas for developing intergenerational work, where younger people and older people work together. It looks at creating dementia friendly places to live, and how to involve older people more, as well as volunteering and the value older people bring to a community.

Ageing Well topics

[What makes a good place to grow old?](#)

[How to achieve a good place to grow old](#)

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Knowledge hub

[Visit the Ageing Well group on the Knowledge Hub for the latest information and professional networking.](#)

Funded by:

DWP Department for Work and Pensions

Guides

- Guide to Place Based working
- Asset mapping guides
- Scrutiny guide
- Must knows for councillors
- Guide to health and wellbeing
- Guide to combating loneliness (LGA/Campaign to End Loneliness)
- Council guide to intergenerational practice (Beth Johnson Foundation)
- Creating a dementia-friendly community
- Global age-friendly cities (Manchester Council)

Video's and case studies

- Ageing Well video
- Animations in conjunction with the Young Foundation
- Podcasts from Ageing Well seminars on variety of topics:
 - Scrutiny
 - Engaging older people
 - Social exclusion
 - Older people's champions
 - Age equality
 - Age friendly cities
- Video case studies.

Tools and resources

- Knowledge Hub
- A good place to grow old -self assessment tool diagnostic tool
- Guide to setting up health and wellbeing boards
- Engaging older people guides from DWP/UK Advisory Forum on Ageing
- Intergenerational self assessment guide from Beth Johnson Foundation and Manchester's intergenerational toolkit
- Achieving Age Equality (National Development Team for Inclusion with the Department of Health)
- Newsletter to councils, stakeholders, partners.

District and Parish council dimension

- Programme focused predominately of single tier councils
- Lots of potential to share learning, experience, tools and products with:
 - District councils
 - Parish councils
- Devolved nations.

Building and linking with what's already in place.

- UK Advisory Forum on Ageing UKAFA
- English Forum on Ageing (EFA)
- Age Action Alliance (AAA)
- Extended Working Lives (EWL)
- Community Agents
- Experience from Get Digital project

Contact details

Thank you

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Table exercise - Some questions for you

What 2 or 3 things can UKAFA do to support the legacy of the Ageing Well Programme?

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What else can be done to disseminate the findings and learning from the Ageing Well programme?

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