

Notes from:	UK Advisory Forum on Ageing 2013
Speakers:	Nick Wilson, South East England Forum on Ageing
Secretariat:	Gwen Wolf, Department for Work & Pensions (DWP) Ken Cooper, Department for Work & Pensions (DWP)
Meeting Support:	John Baker, Department for Work & Pensions (DWP) Russell Taylor, Department for Work & Pensions (DWP) Simon Wilkinson, Department for Work & Pensions (DWP)

Welcome, Introductions and Overview Justin Russell, DWP
<p>Justin welcomed everyone to the meeting and introduced new members Michael Bond from Future East, the East of England Forum on Ageing, and Tom Berney, Chair of the Scottish Older People's Assembly. Justin outlined the agenda, reminding members that Ministers would not be attending the meeting due to parliamentary recess and party conferences.</p>

UKAFA Review – Moving On Helen Dimmock, DWP
<p>Helen reminded the meeting of the work done so far to progress the outcomes from last year's review and gave a short presentation raising a number of questions, around how UKAFA might progress further, for members to discuss. The outcomes from these discussions are attached as Annex A.</p> <p>A copy of the presentation is attached with these notes.</p> <p>The presentation and the contents of Annex A have been circulated to members separately to enable further discussion across local networks.</p>

**Ageing Safely & Older People's Day
Mark Shone, Chief Fire Officers Association**

Mark gave a short presentation outlining the work of the Fire and Rescue Services in delivering the Ageing Safely strategy to protect an ageing population from the risk of fire in the home. He also outlined their wider partnership role in contacting vulnerable households, undertaking holistic safety and wellbeing assessments and offering onward referral as appropriate. Mark highlighted the outcomes and evaluation of work undertaken in the Cheshire Fire and Rescue Service area (Cheshire East, Cheshire West & Chester, Halton and Warrington) in 2012 and plans to take this further across at least 26 Fire and Rescue Service areas in England in conjunction with UK Older People's Day 2013.

A copy of Mark's presentation is attached with these notes.

**Update from The Campaign to End Loneliness
Anna Goodman**

Anna reminded members that the Campaign to End Loneliness is a network of national, regional and local organisations and individuals launched in February 2011 to tackle loneliness in older age through community action, good practice, and engaging in research and policy. The Campaign does not provide direct services or support to older people, but works with over 400 organisations that do. The aim is to create a better environment in which these organisations can address loneliness, and for older people to stay connected in older age.

Anna focused on the progress made over the last two years including:

- Work to build an evidence base;
- The inclusion of a new measure of loneliness in the Adult Social Care and Public Health Outcomes Framework for England; and
- The work of local supporters to raise awareness of the health risks of loneliness with Health and Wellbeing Boards.

And in conclusion looked at the potential for extending the Campaign in the future.

A copy of Anna's presentation is attached with these notes.

Responding to members questions Anna advised that:

- the Campaign is aware that research shows that older people from ethnic minorities have much higher levels of loneliness, and noted that a lot of research is going on in England and Wales about how to reach them;
- U3A are a key local partner and supporter;
- Pushing the risks associated with loneliness higher on the public policy agenda has provided a springboard for funding a range of services in local areas.

The Silver Line Sophie Andrews

Sophie explained how the idea of The Silver Line had arisen from Esther Rantzen's own experiences of loneliness. How Esther had people to do things with but nobody to do nothing with; and wondering whether the solution to this problem could be something similar to Childline which she had started 27 years ago.

The first step was to understand what was already available, looking to learn from rather than replace successful initiatives, and then to run a pilot project. The pilot projects based in Manchester and The Isle of Man started in November 2012, and offered a helpline for older people; the definition of "older people" was deliberately vague so as not to deter potential callers. The pilots were extended across the North West of England and into North East England from June 2013. The Centre for Social Justice has independently evaluated the pilots.

The Silver Line provides a 24 hour helpline managed by staff, supported by a befriending service provided by volunteers working in pairs from their own homes. All staff and volunteers have Disclosure and Barring Service (DBS) checks. 400 people have taken up an offer of befriending, and some callers have become volunteers. The pilot phase generated 4000 calls, of which about 40% were from men, this was a very positive result given that publicity for the pilots was kept low key. Feedback from male callers confirmed that if the service had been presented as a chat/befriending service only, then they may have been deterred from calling.

The Silver Line has been awarded National Lottery funding and plans are to rollout nationally on 25th November; Sophie made the point that they recognised how important it was to be up and running before Christmas. The contract for a call centre has been awarded to a company in Blackpool, creating 150 jobs in an area of high unemployment. And 1000 volunteers have come forward as a result of features that Esther has written for national newspapers. The Silver Line will be available across the UK, Channel Islands and Isle of Man.

Justin thanked Sophie and offered to facilitate a meeting with DWP Pension Centres to discuss how they could raise awareness of The Silver Line.

Responding to members questions Sophie explained that:

- The Silver Line was very aware of language difficulties for older people from ethnic minorities and the sensitivities around talking about problems outside the family, or local community. Currently they are working with Language Line on translation and are building a database of volunteers who speak a number of languages (for the befriending services). They are also keen to work with local communities to explain the benefits of The Silver Line service.
- One of The Silver Line's trustees is active in U3A, and Esther has spoken at U3A conferences; U3A is one of many organisations The Silver Line hopes to work in partnership with.

- The aim is to provide referrals to existing services, but recognising the risks of overloading these, The Silver Line is recruiting regional managers to understand what is available, then seek out and support joint funding opportunities.
- The Silver Line is not looking to replace existing local helplines (and it would be great if there were one in every local authority area); the key feature of The Silver Line is to act as an umbrella service and to link people back into their communities. The Silver Line is unique in that it is the only free 24hr, 365 days a year, confidential service specifically set up to support older people.

Reforming care & support: funding adult social care Sarah Harriss, DH

Sarah talked to the meeting, outlining the thinking behind the Care Bill and vision for transforming care and support over the next few years, working in partnership with the Local Government Association (LGA) and the Association of Directors of Adult Social Services (ADASS). Sarah then focused her presentation on the care and support funding reform, encouraging members to respond to the, at that time, current consultation *Caring for our future: implementing funding reform*. This consultation closed on 25 October 2013.

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

Sarah opened the meeting for member's questions, in response to which she advised that DH:

- Recognised the difference that integrated health and social care budgets would make for individuals and their carers; unfortunately the two systems are very different and work in different ways. Work has started on integration and practical help on where this might be more easily achieved would be welcomed.
- Is working with the financial sector, and others, in a number of linked areas including information and advice, and the potential to license specific products, building on from those products already available. A key message is that although the proposed changes will significantly reduce the cost burden to the individual they will not eliminate it, and an individual's care home choice might also extend their costs.
- Understands the value of smaller providers in the sector, and would welcome any suggestions for supporting this role in future regulations and guidance.
- Was unable, in common with all other Government departments, to provide hard copy versions of consultation documents due to cost.

Sarah also reminded the meeting that the arrangements for funding reform encompassed domiciliary as well as residential care, and confirmed that there was no requirement for an individual to go through the assessment process, although this would mean that any care costs incurred would not contribute towards "the cap".

Discussion also highlighted:

- the value of the voluntary and community sector in providing a trusted source of information and advice;
- the importance of home adaptations and a range of suitable housing options in supporting and maintaining independence;
- the project led by NIACE, and funded by the Department for Business, Innovation and Skills, to develop models for a mid life career review, creating a point where individuals can think about a range of forward planning issues. Further information on this project is available from: <http://www.niace.org.uk/current-work/mid-life-career-review>

The economic contribution of older people Nick Wilson, South East England Forum on Ageing (SEEFA)

Nick briefly talked the meeting through the “SEEFA Agenda”, set up to direct and prioritise their work; moving on to focus on activity to date in the South East on employment and the older workforce and some initial ideas on older people as consumers. Nick’s presentation highlighted the key issues relevant to an older workforce including the outcomes and learning from recent projects. He raised a specific issue about the right to defer selling one’s house to pay for social care and the recent record of mis-selling by the financial services industry.

Nick also introduced the meeting to the not for profit organisation Seen2help (www.seen2help.co.uk) and suggested that any members interested in becoming a friend contact him at nick@carnewilson.org.uk.

Nick asked members to discuss the question of the economic contribution of older people, both as older workers and more particularly as consumers of goods and services; and to provide one “big issue” from their discussions. These “big issues” were:

- Finding ways for older people to be more effective consumers by getting them together to share notes and ideas and to help shape the design of goods and services into something they want. For example everyone comes to social care with no experience and some help/guidance from people who have been there could be very helpful.
- Working with employers and other interested groups to develop and deliver “pre-retirement” courses that would give people a practically based insight into the options for later life.
- An Age Action Alliance working group, or groups at local authority level, could be set up to work with Trading Standards Offices, and Chambers of Commerce on scams, bad practice, etc.

- There will be a conference in London during October when the GLAECONOMICS report The Economic Contribution of Older Londoners will be launched. The report is available here: <http://www.london.gov.uk/priorities/business-economy/publications/gla-economics/the-economic-contribution-of-older-londoners>

The full outcomes from these discussions are attached at Annex B.

A copy of Nick's presentation is attached with these notes; and in addition to the links included in the presentation Nick has added:

<http://www.royalvoluntaryservice.org.uk/our-impact/reports-and-reviews/gold-age-pensioners>

http://www.ilcuk.org.uk/files/pdf_pdf_155.pdf

Close & Future Meetings Justin Russell, DWP

The next meeting will be on Tuesday 26 November 2013; 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.

UK Advisory Forum on Ageing meeting dates, and venues, for 2014 will be advised in due course.

Annex A

Review of UK Advisory Forum on Ageing

Outcomes from discussion

What UKAFA can't be/do	What UKAFA should be/do	How we get there
<p>Too political; Policy “makers”; Dictate legislation; Substitute for government; Not just a forum for Ministers to share their immediate concerns; A body to protect the Minister, in saying he has consulted; A body used as an excuse for consultation; A rubber stamp for policy; Just a talking shop; The voice of all groups; All things to all people; Representative of all diverse groups in an area; Simply a sounding board; Campaigning group – not the task; UKAFA is not about delivery; Lobby for individual issues/be a proxy for lobby groups; The Ministers’ poodle; Tell people what to do (Management role).</p>	<p>Make the case that older people are an asset not a burden; Should have the ear of 2 key ministers - sometimes they are unable to stay very long and answer questions; Should be looking at what improves older age - policies which promote engagement, participation, resilience; Identifying solutions, sharing and promoting good practice; Chance to network and identify opportunities for joint work between organisations; Identify links between organisations/sectors that others may miss; Inform policy development from the outset not as an afterthought; Influence ministers on issues relating to ageing; Able to influence policy development (<i>all 6 groups included a role in policy development</i>); A place to inspire constructive debate about issues; Producing evidence-based responses; Recognised for the expertise within the members;</p>	<p>Sharing outcomes; Demonstrate impact - what UKAFA has done for others, and how Ministers have acted on UKAFA views or input; Identify emerging problems; Better links with AAA and its working groups; Constructive two way relationship; Scan the horizon we should; ALL be able to suggest agenda items over next 12 months but be mindful things/issues will creep out of the woodwork; Form partnerships, link other alliances and organisations; Promoting the concept of co-production working with commissioners to redesign services; Recognise the diversity of communities in the UK and how individuals age well or not within their environment; Share examples of effective practice promote regional/local examples at national level (<i>3 groups included a reference to this</i>); Making up for policy and programme design, “memory in government” learning from what worked well in the past;</p>

What UKAFA can't be/do	What UKAFA should be/do	How we get there
	<p>A recognised, well respected and listened to body;</p> <p>Identify the value older people contribute to society;</p> <p>First choice for advice for Government;</p> <p>Opportunity for true engagement of older people;</p> <p>Explore ideas with policy officials/Government (not them against us);</p> <p>Healthy honest discussions allowing challenge;</p> <p>Fully representative of the diversity of older people in the UK;</p> <p>Promote an open dialogue between representatives of older people, interested organisations and Government (Ministers and civil servants) - two way flow of information and ideas;</p> <p>The forum for exchanging views/ideas and influencing real change;</p> <p>Providing toolkits for its members;</p> <p>A forum for exchange of views and ideas on ageing;</p> <p>Should feedback on key issues to Ministers;</p> <p>Learning from one another;</p> <p>Consulted on draft papers;</p> <p>Fair representation for older people;</p> <p>More representation from UK;</p>	<p>Keep the membership rotating and dynamic so that it doesn't become institutional or develop its own culture – danger that members become professionalized and don't truly represent older peoples' views (<i>2 groups raised this point</i>);</p> <p>Missing voices – Care and Repair England, ADASS;</p> <p>Start with “How can we help you?”;</p> <p>Needs power;</p> <p>Real proposals brought to UKAFA;</p> <p>More key organisations involved to drive delivery – health/social care/ transport/ education/specialist housing/ police/organisations associated with ageing service delivery;</p> <p>Contribute to the agenda;</p> <p>Ask key questions earlier ahead of the meeting;</p> <p>Need real feedback on the issues raised;</p> <p>A one page TOR and mission statement;</p> <p>Recognise responsibility of all (officials and members) to prepare for meetings;</p> <p>Secretariat and Ministers should also lead/provide leadership to forum members;</p> <p>Don't just be influenced by members of UKAFA but instead UKAFA secretariat should influence members too;</p> <p>Be more focused;</p>

What UKAFA can't be/do	What UKAFA should be/do	How we get there
	<p>Change the way presented – too many abbreviations – take out initials and mention who said what.</p>	<p>All regions should have working groups then integrate between regions – good idea; Share understanding of regional organisational structures; Ask Ministers first what they expect from this forum realistically then plan with existing members if they buy into this; How do we choose priorities for agenda - Urgent? Important to Ministers? Important to regional reps?; Ensure we are providing a true voice for the range of diverse organisations; Build trust/stronger links with local forums evidence of engagement with local structures/communities; Ensure the correct representatives; Advance notice of agenda; Improved communications between diverse groups; Try to have at least one agenda item framed as a question; Marketing for UKAFA so people know all about it (<i>2 groups suggested this</i>); Bring back the external facilitator role; Regions to pilot initiatives and then roll out; Research; Monitoring what we have achieved.</p>
<p>Other issues raised:</p>	<p>When well attended and there are more questions than time available - is this fair? Not all members have the facility to print papers/other documents.</p>	

Annex B

The economic contribution of older people

Outcomes from discussion

Older workers:

- Jobcentre Plus requires jobseekers to make a number of job applications surely this simply means employers are inundated with applications from inappropriate candidates.
- The Silver Line might want to include organisations that support older people in returning to the workplace among their contacts.
- Older workers at Marshall Aerospace and Defence Group have the opportunity to work part time hours and to mentor younger colleagues.
- English Forums on Ageing could work with local older workers associations to provide support to over 50s who are unemployed.
- Work and employment are not the same thing - older people at UKAFA are working to represent organisations but are not in paid employment.
- Need to recognise and quantify the value of volunteering and caring roles.
- Flexibility in contracts needed for both employers and staff to help deal with issues such as slowing down, pension top up and conflicting care issues.
- People in manual jobs should not be obliged to stay in jobs they can't physically do, but should be supported to find alternative employment.

Older consumers of products and services:

- Wolverhampton Trading Standards Office is working with their local older people's forum on a leaflet about mis-selling; it is hoped that this will lead to further work on a regular bulletin covering issues such as current/reported scams.
- Many local authorities, and other organisations, e.g. Age UK, run Trusted Traders schemes and involve local older people in the vetting process.
- Many older people play leading roles in community organisations and take a full part in local policies affecting the social and economic environment through monitoring and commenting on local planning matters, etc.
- Major retailers, e.g. supermarkets, have good intelligence on their customer's buying habits and spending power – could this be used to reinforce the important role of older people as local consumers.
- Subsidised bus travel is key to enabling older people to support and maintain local economies.
- Older people in Leeds are involved in testing assistive products and provide feedback to the local authority and relevant service providers.
- EU initiative, Silver Economy Network Conference highlights older people are big consumers and need to be tapped into.