

Notes from:	UK Advisory Forum on Ageing 17 September 2014
Chair:	Andrew Latto, Department for Work & Pensions (DWP)
Members:	<p>Philip Hayes, Department for Communities & Local Government (DCLG) Nancy Davies, representing Strategy for Older People, Welsh Assembly Iwan Williams, representing Sarah Rochira, Older People's Commissioner for Wales Michael Bond, East of England Forum Barry Wilford, East Midlands Forum Ellen Lebethe, London Forum Mark Greenfield, representing Norman Jemison, North East Forum Jean Gaston-Parry, South East Forum Jackie Allen, South West Forum Anne Bailey, West Midlands Forum John Welham, Yorkshire & Humberside Forum Phyllis Preece, National Partnership Forum for Older People, Wales Mervyn Kohler, Age UK Gilly Crosby, Centre for Policy on Ageing (CPA) Howard Lewis, representing ChangeAGEnts Network UK Limited Dot Gibson, National Pensioners Convention (NPC)</p>
Observing:	<p>Brian Warwick, South West Seniors Network Irene Kohler, Positive Ageing in London (PAiL) Steve Smith, Royal Vountary Service (RVS) Prof. Roger Mackett, Centre for Transport Studies, University College London (UCL) Jocelyn Pearson, Passenger Focus Alexander Donnelly, Department for Work and Pensions (DWP)</p>
Apologies:	<p>Office of Deputy First Minister, representing Junior Ministers Jennifer McCann and Jonathan Bell Claire Keating, Commissioner for Older People for Northern Ireland David Hamilton, Scottish Government Kevan Larkin, North West Forum Michael Monaghan, Northern Ireland Pensioners Parliament Tom Berney, Scottish Older People's Assembly John Vincent, Welsh Senate of Older People Steve Robinson, Beth Johnson Foundation Emily Holzhausen, Carers UK Alan Beazley, Employers Network for Equality & Inclusion (ENEI) Baroness Sally Greengross, International Longevity Centre – UK (ILC-UK) Raj Jogia, Kensington & Chelsea Forum for Older Residents Prof. Stephen McNair, National Institute of Adult Continuing Education (NIACE) Nicola Venus-Balgobin, SENSE Chris Ball, TAEN Tony Watts, AGEnda Gwen Wolf, Department for Work and Pensions (DWP)</p>
Speakers:	<p>Marjory Broughton, SEEFA Merilyn Canet, SEEFA Dave Martin, SEEFA Rachel Pascual, Cabinet Office Lisa Ollerhead, Cabinet Office Wotey Tannoh, Cabinet Office</p>
Speakers:	<p>Shelagh Marshall OBE, Future Years Andrew Honeyman, Olympic and Paralympic Legacy Unit</p>

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Secretariat:	Ken Cooper, Department for Work & Pensions (DWP)
Meeting Support:	Helen Dimmock, Department for Work and Pensions (DWP) Russell Taylor, Department for Work and Pensions (DWP) Simon Wilkinson, Department for Work & Pensions (DWP)

Welcome and DWP Update Andrew Latto, DWP
<p>Andrew welcomed everyone to the meeting and outlined the agenda for the day.</p> <p>Andrew updated the meeting on senior management changes within DWP advising that Justin Russell had moved to lead the ESA Directorate, with Mary Pattison replacing him in an expanded ASSP Directorate. Mary was hopeful of attending the next UKAFA meeting, but was currently coming to grips with her new responsibilities. Andrew also explained that the UKAFA meeting arranged for 26 November 2014 would be the final meeting of this parliament.</p>

Update on progress with the Strategy for Older People in Wales, from an older person's perspective Phyllis Preece, National Partnership Forum for Older People
<p>Phyllis advised that the Strategy for Older People in Wales, published in 2003 was the first such Strategy in the UK, and has its origins in the UN Principles for Older People - independence, care, self-fulfilment and dignity - and the Madrid Action Plan on Ageing.</p> <p>The first phase of the Strategy provided funding to each local authority in Wales to employ a Strategy co-ordinator and establish an elected member as an Older People's Champion to set up and build links with 50+ groups in their area.</p> <p>The Strategy was evaluated in 2006/7 and re-launched for 2008-2013 with more specific objectives:</p> <ul style="list-style-type: none"> ➤ Valuing older people: countering discrimination, developing engagement, social inclusion; ➤ Changing society: enhancing the economic status and contribution of older people, well-being and independence, enhancing participation of older people in society and at all levels of government; ➤ Making it happen: implementation of second phase.

Over the past 8 years the Older People's Strategy team have been working with policy colleagues across the Welsh Government portfolio to ensure that the benefits and challenges that our ageing population affords are an integral part of policy development. Key to this is a strong voice and real control for citizens, with services focused around the individual not the organisation. This approach has yielded real successes, including:

- The establishment of the world's first Older People's Commissioner;
- Free travel passes for older people;
- Free swimming for older people;
- Free prescriptions for all;
- Free entry for older people in Wales' historic sites;
- The creation of the National Partnership Forum for Older People (NPF);
- The publication of the Older People's Wellbeing Monitor;
- A Declaration of Rights for Older People in Wales.

The Strategy has received widespread praise and recognition: *The Welsh approach seems to be the most coherent long term commitment to improving the position of older people of any administration in the UK in the last decade ... The Welsh Strategy appears to be the most likely of any to ensure a continuing high profile for older people's issues across many policy areas and at a local level.* Institute of Public Policy and Research (IPPR) 2009.

The Strategy for Older People in Wales, Phase 3 Living Longer Ageing Well was launched in May 2013. This has the wellbeing of the individual older person at its heart, and identifies that to achieve wellbeing an individual needs to secure financial, environmental and social resources. This means ensuring that older people live in homes and communities that meet their needs and wants; have the ability to participate in their community; and feel valued and included. - *Somewhere to go, someone to love, and something to look forward to.*

The Phase 3 Delivery Action Plan details what the Welsh Government will do across the whole of its portfolio from transport to education and learning opportunities, and officials from the Strategy team are working with partners to identify their contribution. The Older People's Commissioner is hosting an Ageing Well in Wales Programme with 5 key work programmes:

- Falls and Fractures – Prevention;
- Age Friendly Communities;
- Dementia Supportive Communities;
- Employment and Skills;
- Isolation and Loneliness.

Each work programme has an Expert Advisory Group in which NPF members are involved, and there is an overarching Strategic Advisory Group chaired by the Commissioner. The Programme will be formally launched by the First Minister on 22nd October 2014, when he will commit Wales to becoming an Age Friendly nation.

The NPF has agreed its work plan for the next year and will focus on supporting and monitoring the key outcomes within Strategy Phase 3. Initial meetings of the work streams have been held with work progressing well. The next meeting in November will receive an update on achievements to date.

Finally, Wales launched the world's first Declaration of Rights for Older People in July 2014. This Declaration sets out what older people have said is important to them and is linked to existing Equality and Human Rights Legislation. The Commissioner is developing guidance that she will issue to public services in Wales setting out what she expects them to use the Declaration for and the impact that she expects it to have on how services are delivered for older people in Wales.

The Welsh Government, its partners and stakeholders remain committed to making Wales the best place to grow older.

Silver Circles – developing self help groups Michael Bond, Future East

Michael explained that Future East had taken on the Silver Circles project, which is funded by Comic Relief through their Healthier Finances Theme, after the original lead partner organisation went into liquidation. The project brings together small groups of up to 10 people over a 5 week period to have conversations about helping each other save money in a friendly and sociable way. The project will set up groups across the East of England, providing all necessary materials which recognise that some deals are only accessible online. Local DWP staff help support the Silver Circles through their community volunteering programme.

The aims of the Silver Circles project are to enable older people to:

- Manage their money more effectively;
- Increase their income;
- Experience less fuel poverty;
- Deal better with financial distress such as abuse and scams; and
- Feel more confident in accessing IT and online financial services.

This is achieved through a series of structured conversations over a five week period:

- Conversation 1 Saving Money - Being thrifty, reducing costs, saving money;
- Conversation 2 Making Money - Being nifty, earning and making money;
- Conversation 3 Energy Bills - Helping you to cut your energy bills;
- Conversation 4 Benefits - Nothing to lose; and
- Conversation 5 Going online - Increasing income and reducing expenditure online.

Although currently supported by project funding the overall intention is to develop an easy to use product that any interested organisations can deliver.

Key to the success of the Silver Circles groups is “the conductor”, whose role is to facilitate the group and prompt the conversations. Conductors are selected volunteers and have to complete a two hour training session to learn how to prepare for and deliver/support the conversations. A conversation approach is used to build confidence and enable group members to participate without feeling embarrassed or inhibited. The conductor will also encourage group members to maintain their

personal “Member Log Book” between sessions

Silver Circle groups can be hosted in the home of a group member, but experience from early groups is that a local community venue is preferred.

Please contact Michael Bond at Future East for further information:

- www.futureeast.org.uk, or e-mail michael.bond1@ntlworld.com Future East, 119 High Street, Chesterton, Cambridge, CB4 1NL

SEEFA Policy Panel – the work of the policy panel, and an opportunity to discuss and establish future action
Marjory Broughton, Merilyn Canet, Jean Gaston-Parry and Dave Martin, SEEFA

Jean Gaston-Parry, Marjory Broughton, Merilyn Canet and Dave Martin from the SEEFA Policy Panel gave a presentation and led an interactive session on the work of the panel, including an opportunity to discuss & establish future action around “Valuing contributions of the older population”.

Marjory Broughton and Merilyn Canet introduced the item, and Dave Martin gave a brief presentation based on the Policy Panel paper -“Key Issues on Valuing the Older Population”.

The meeting was then asked to discuss the following questions:

- Any comments, reactions, what would you add to the presentation?
- What action to take locally, personally?
- What are the strengths of UKAFA? What influence does it have? How can it best work collaboratively to bring about changes we want to see?

Each table discussion had a facilitator to prompt and encourage discussion.

Marjory Broughton summarised the outcomes from the table discussions, attached as Annex A, and thanked UKAFA for the opportunity to present the work and methodology of the SEEFA Policy Panel.

A general information note on SEEFA and the Policy Panel is attached with these notes. Also attached is a copy of the Policy Panel paper “Key Issues on Valuing the Older Population”, and a copy of the presentation used at the meeting.

Introduction to Open Policy Making
Rachel Pascual, Lisa Ollerhead and Wotey Tannah,
Cabinet Office

Rachel gave a brief presentation on Open Policy Making explaining what is meant by open policy making, how this may vary across different policy areas with some case study examples, and the role of the Cabinet Office team. Rachel also clarified that:

- approaches to open policy making were not exclusively digital and there are many examples of open approaches that do not use digital tools. However, digital is a golden thread that runs through many areas of Government work and can enhance an open approach to policy making;
- the Cabinet Office team were also working with interested devolved administrations; and
- the techniques could be used at any level of government, and with organisations delivering services on behalf of government.

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

The meeting discussed "What are the barriers to being involved in policy making for; a) older people? And b) organisations representing older people? The outcomes from these discussions are attached as Annex B.

Rachel thanked the meeting for their interest and contributions and offered to engage with the meeting for a longer session in the future to look at solutions.

Concessionary Fares, including discussion on proposals for future action
Shelagh Marshall OBE, Future Years

Shelagh talked the meeting through her presentation The Concessionary Fares Schemes – A National Debate, outlining the current situation, the challenges and the importance of gathering clear evidence from older people, and other concessionary travel users. A copy of this presentation is attached with these notes.

The meeting then discussed the following questions relating to research on concessionary travel to be conducted through the English forums on ageing and their wider networks:

1. How many questions do you think will help us to gain reliable and valid data?
 2. What questions do you think we should be asking? (Please prioritise)
 3. Thinking outside the box – please brainstorm and list a range of measures to ensure older people can travel easily to remain socially active and reduce loneliness.
- The outcomes from these discussions are attached as Annex C.

Shelagh thanked the meeting for their contributions and advised that further material would be welcome; she will send a copy of the draft questionnaire to all those at the meeting. The final version will be sent to the Chairs of all the English forums with a request that they use their wider networks to generate responses.

Moving more, living more: the physical activity Olympic and Paralympic legacy for the nation
Andrew Honeyman, Olympic and Paralympic Legacy Unit

Andrew gave a brief presentation on the 2012 legacy achievements so far before focusing on the Moving more, Living more project aimed at increasing physical activity. He explained the National Ambition:

“To have a year on year increase in the number of adults doing 150 minutes of exercise per week (in bouts of 10 minutes or more) and a year on year decrease in those who are inactive, defined as doing less than 30 minutes of exercise per week (in bouts of 10 minutes or more).”

Andrew made it clear that physical activity need not be sport or a workout at the gym, but might be a good walk, a bit of cycling or some gardening. A copy of Andrew’s presentation is attached with these notes.

Andrew invited the meeting to discuss the questions raised in his presentation, and the following points were raised:

- Park running scheme is growing, including for older runners.
- Walking groups in parks and open spaces offer reassurance for people who might feel vulnerable walking alone.
- Outdoor gym equipment in parks encourages more people to use open spaces, as well as the gym equipment, more.
- Golf is an accessible sport for older people and need not be expensive.
- Volunteering as a dog walker with a local animal rescue centre provides an opportunity for exercise and social contact.
- Line dancing, any dancing, is good exercise.
- Encouraging people to use public transport, rather than travelling by car, should promote increase in exercise.
- Swimming is a good exercise for older people, and available free to older people in Wales.
- Table tennis is a cross generational sport which could be easily made available in community centres for all age groups to use.
- Chair exercise and Tai Chi are good forms of exercise for the less able.
- Leisure/sports centres are targeted at younger people, with older people often only using them on a GP referral.
- Charges are very different between the private and public sectors, which can make participation difficult for those on a fixed or limited income.
- The World Masters games was not reported widely
<http://ageactionalliance.org/media-needs-to-show-positive-side-of-ageing/>
- Older people can be discouraged from walking as pavements can be uneven and cluttered, cars are often parked on the pavement in busy areas, and pedestrians are often expected to share pavements with cycle paths.
- Older people are often reluctant to use parks and open spaces as, in the absence of park attendants, they feel very vulnerable.
- Limited public transport in rural areas makes it difficult for older people there to access leisure/sports facilities.

Andrew thanked members for their contributions and advised that he would use them

to inform colleagues and enable wider understanding of the views expressed. He would also try to progress the issue of coverage of the World Masters games with a media group that he works with.

Andrew also advised that organisations wanting to use the “Inspired by 2012” brand should contact the Legacy Unit.

Close & Future Meetings Andrew Latto, DWP

Andrew thanked all the day’s speakers for their time and commitment; and thanked members for their lively contributions. Members were also reminded to complete their meeting feedback forms.

The next meeting will be on **Wednesday 26 November 2014**; and will be held at EEF Broadway House Conference Centre, Broadway House, Tothill Street, London, SW1H 9NQ (<http://www.eefvenues.co.uk/conference-venues/london/location.aspx>)
The meeting will start at 10.45, with refreshments available from 10.30.

Annex A – SEEFA Policy Panel table discussions

Outcomes from the table discussion on the presentation “Valuing the Older Population”:

- England has no cultural blueprint to honour and consult the older population.
- It is important to challenge people who do not feel it is necessary to include or consult with older people and to make them part of the solution.
- Local communities should be encouraged to listen to what older people want. Once this becomes more common, national policy makers would begin to consult and listen to older people.
- There should be more joint projects between older and younger people to dispel myths, and challenge stereotypes.
- UKAFA is in a unique position to influence attitudes towards ageing. UKAFA has members from all 9 English regions, as well as Northern Ireland, Scotland and Wales and could promote the wider roll out of successful initiatives, e.g. the East Midlands project asking 3 good things about older people’s lives and 3 bad things. (This study is currently being written up and will be circulated to UKAFA members in due course.) There are also national organisations, which are members of UKAFA that could assist with initiatives and two Government Ministers to spread positive messages about inclusion.
- The Mayor of London’s Office responded to a request made by Age UK London in their campaign for challenging stereotypes and recognising the contribution older Londoners make to London, by commissioning GLA Economics to provide an evidence base of older people’s social and economic contribution to London. The Deputy Mayor, Victoria Borwick launched the report *The Economic Contribution of Older Londoners at Positive Ageing in London’s “Supporting Older People’s Contributions”* event in October 2013, www.london.gov.uk/priorities/business-economy/publications/gla-economics/the-economic-contribution-of-older-londoners. The report found Londoners over 50 contribute an impressive £53 billion to the economy. In addition to a £47 billion contribution through paid work, they also provide £4.7 billion, as a result of caring for other adults, £600 million providing childcare for their grandchildren and a further £800 million through volunteering activities.

Outcomes from the table discussion on local action to challenge prejudice against the older generation:

- It was suggested local Forums could provide short articles about older people for their local newspaper group, or submit interesting letters about local activities involving older people, and offer a list of members who could be contacted for comment/interview on anything age related. This does take real commitment, but will raise positive publicity for older people. Older people do have to show that they do exciting things which will be useful to other generations, e.g. a group in the South West have tried tombstoning, while a SEEFA member has been white water rafting.
- In the South East, SEEFA have 3 people who are regularly contacted by BBC TV South East, and Age UK for comments on ageing policies.
- Regional Forums could contact local TV, and radio, as well as newspaper groups with a policy paper/editorial, or a story relevant and interesting to local people of all ages, e.g. health issues.

- Cannot assume local media will approach older peoples groups for a view, recent BBC South West and local newspaper coverage of Health and Social Care reform only featured younger people.
- One member spoke of being invited by BBC Radio Leicester for interview at 7am to comment on the Health and Social Care Bill. He contacted them to tell them that he could not get to the studio for 7am as his bus pass did not start until 9.30am. He asked them why they had not offered him a taxi when this was common practice for people from Business Sector. They apologised and said they had not thought out the timing of the interview (that older people were retired and could attend any time!!). They apologised and sent a car for him for a re-scheduled time of 11am!

Outcomes from the table discussion on the role of UKAFA:

- The National Union of Journalists could be invited to a forum meeting and be invited to put questions about older issues. The NUJ also cover radio, TV and press.
- The Age Action Alliance should discuss attitudes to ageing and come up with practical ways of influencing the media.
- UKAFA could act more as a “hub” of learning – co-ordinating good and innovatory practice.
- UKAFA might urge for more cross Government Departments and Ministers to be in attendance and take note of UKAFA. The DWP increasingly appears to be the sole “listening” Department.
- UKAFA should work more as “one body” in collaboration rather than as separate organisations.
- Draw up a work programme of priorities and activities and demonstrate the importance of practical contributions that UKAFA can make.

Other outcomes arising from table discussions included:

- The importance of acknowledging and appreciating contributions – a story was given of a person who had worked tirelessly on a group being presented with a bouquet unexpectedly by an officer of that group. The gesture meant a lot.
- The importance of role models....a story of somebody indicating they might “step down” and might be “doing more” by befriending – being encouraged to continue to be active as a “role model” to others.
- Members might “agitate” locally to discover what their local authorities were doing with regard to valuing the older population, did they have strategies for an ageing population in what ways were they engaging with older people (AND not just about issues only affecting older people). Did they have Older People champions?
- To be proactive, e.g. SEEFA to offer to organise and host “listening” and engagement events for policy makers.

Annex B – Open Policy Making table discussions

What are the barriers to being involved in policy making for:

a) Older people?

- Older people can be invisible, difficult to find and hard to reach, so it is essential to have contacts and methods to engage with them; regional forums need to make sure that they have the skills and networks to do this.
- Important to use a variety of methods, rather than focusing on IT, as many older people don't want to use IT, and others have limited access to equipment and/or broadband.
- Important to involve a diverse range of people – different people have different needs.
- Many older people lack the confidence, or self-esteem to get involved – they take the view nothing can be done so don't come forward.
- Many older people feel constrained by sight and/or hearing limitations.
- Cultural constraints are also an issue to be taken into account.
- Must be aware of the importance of using plain language and avoiding the use of jargon and professional terms.
- Need to be involved in the early stages of policy development; to have the capacity to influence the impact of delivery; and to understand the timeframes and financial implications.
- Previous work on communicating with older people and age proofing might be of use to the Cabinet Office team:
<http://cor.europa.eu/en/documentation/brochures/Documents/3c282791-f366-413c-b9b2-72ca9dea2de5.pdf>
<http://www.psi.org.uk/pdf/2007/BGOPnational.pdf>
- The Strategy for Older People in Wales is a positive example of open policy making with older people;
- All tiers of government must work together to improve policy & strategy development and delivery;
- The Cabinet Office team should have a role in influencing other government departments to better understand the needs of older people.

Organisations representing older people?

- Organisations cannot represent older people, older people have their own voice;
- Elected representatives are reluctant to deal with older people directly - maybe they are uncomfortable about their ability to deal with the issues that are likely to be raised. Using organisations to represent the views of older people is just taking the easy way out. There is a risk that messages can be diluted, sanitised, or generally modified when relayed through organisations or representatives.

Annex C – The Concessionary Fares Schemes outcomes from table discussions

How many questions do you think will help us to gain reliable and valid data?

- 5 short sharp questions so that people will fill it in.

What questions do you think we should be asking?

- Do you drive or have access to a car?
- Do you use public transport?
- What would you use public transport for? Provide a checklist, e.g. education, social, work, doctor, hospital, etc.
- Would you use a dial-a-ride service?
- How long should the pass cover, e.g. 24 hours?
- If you do not use public transport, why is that?
- How often/many times a week do you use public transport?
- Do you have a concessionary travel pass?
- If the bus service was withdrawn what would you lose in terms of contacts with others?
- If it was twice as frequent what would you gain?
- What would you do if you didn't have a bus service?

Thinking outside the box – please brainstorm and list a range of measures to ensure older people can travel easily to remain socially active and reduce loneliness.

- Could we involve the places where people are going to go, like pubs and supermarkets in underwriting schemes.
- Could the concessionary fare offer be translated/converted into a taxi/dial-a-ride scheme? Replace the bus pass with a taxi token scheme.
- Demand more from policy makers, shame or embarrass them.
- Use the bus pass as a passport to the 30% off railcard rather than having to apply for it separately.
- Look at ways to adapt the 60+ London Oyster photocard/Mayor of London's 60+ Concessionary Travel Scheme.