Living Later Life to the Full

A Policy Framework for Later Life

May 2009

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Introduction

The people of Kent are living longer, healthier lives than ever before. This brings huge opportunities because it is often in people's later years that they have the time to get involved in community life. This is also a time when they have built up a wealth of knowledge and life-experience from which younger people can benefit. We need to design Kent's communities and service provision in a way that encourages social interaction both within and between the generations, enables people to lead the lives they want as well as make a full contribution to society.

This Policy Framework*, Living Later Life to the Full*, sets out how people in Kent want to live their later lives and what they want from public and community services and facilities. It is based upon widespread consultation over 18 months, involving discussions with Kent residents, the voluntary and community sector, representatives of black and minority ethnic communities, residential and domiciliary care providers, Health, Police, Fire and local government. People were asked what they wanted to see in a Strategy for Later Life and what they think currently works well. The Policy Framework has built on the Vision for Kent (Kent's Community Strategy), taking the themes identified there and scrutinising them from the perspective of older people. It is also informed by research from elsewhere, including the World Health Organisation's work on Global Age-friendly Cities, and the work of the Better Government for Older People Network.

In writing this Policy Framework, we have struggled with the definition of an "older person" for two reasons. Firstly, identifying when someone becomes "old" is highly subjective. The concept of age is very tricky; some people will never feel old, to others an older person is always someone 20 years older than they are now, and others will feel 'old' relatively early in life. Secondly, in this country there are negative connotations to being an "old person" (frail, dependent, out of touch) rather than the much more positive view taken in some cultures of their "elders" (wise, experienced, balanced). We want this Policy Framework to celebrate the virtues of old age, as well as acknowledging the challenges and losses that it brings, and to promote a positive image of older people. There was no consensus in the consultation over the best way to describe older people, and for the most part we all concluded that it was better to talk about "people". The Government focuses on the 50+ population in its guidance for older people's strategies, because of the importance of preparing for later life, so the statistical analysis upon which some of the Policy Framework is based looks at population data from age 50. But only the very young would regard people in their 50's as being "older people", so we have tried to avoid using chronological age where we can. After all, apart from when people are very ill, their fundamental interests and desires don't actually change that much as they grow older. People enjoy doing the same sort of things, within reason, throughout their lives if they can. Generally, it is only in the last 18 months or so of life that people need very intensive support and care, and it is vital that, collectively, we organise services so that this is provided in a way that best meets people's needs at that critical time. This Strategy does cover such issues, but it mostly focuses on how to make people's later lives happy, fulfilled and productive.

People said to us that they didn't think another detailed strategy document was needed, and indeed we have many plans in Kent already, some of them specifically targeted at

older people. This Policy Framework is therefore an over-arching summary of the strategic issues that are important to Kent residents, developed collectively. From the themes identified in the consultations, seven key priorities have been developed to reflect the issues and concerns that are important to the older people of Kent. These are numbered for easy reference, but the order is not significant – all are important:

1. ***To ensure communities are designed to be "age proof", stronger, safer and sustainable***
2. ***To improve transport and accessibility***
3. ***To enable people to lead healthier lives and have better access to healthcare.***
4. ***To support people's citizenship, learning and participation in community life.***
5. ***To ensure those people who need support to live independently have choice, control and good quality care***
6. ***To encourage people to plan for a secure later life.***
7. ***To promote a positive image of later life and dignity and respect for older people.***

Key strategic targets have been drawn up under each of these priorities, and are set out in this Policy Framework. A mapping process is now underway to identify and collate all the action public services in Kent are undertaking and planning for older people. This will publicise the excellent projects already in existence which people may not be aware of, and will also highlight key areas that require strategic and collective actions for the future. A detailed collective action plan will be drawn up, based on the mapping, and will be publicly available in June 2009. This action plan will enable residents to hold agencies to account for delivering improvements in relation to the issues they have highlighted, and ensure that the ambitions in this Policy Framework get translated into outcomes.

Another significant change since the consultation began is that the formal mechanisms for feeding people's views into the decision-making processes have been strengthened through raising the profile and influence of Older People's Champions.

Throughout the consultation, officers were clear that there would not be additional resources available to implement this strategy, and the economic climate may well result in an overall reduction of resources to the public sector as a whole over the medium term. But the public sector will still control vast sums of money and the Policy Framework is about ensuring that older people's needs and views influence how resources are utilised. Also, of course, not all the changes people want to see will require money. The action plan resulting from the mapping exercise will set out planned changes and the timescale within which they will happen. The actions will also vary across Kent according to local circumstances, needs and priorities.

The aim of Kent's Policy Framework for Later Life is therefore to focus attention on the strategic objectives which will enable us as a county to embrace the demographic changes we face, make the most of the opportunities which this brings, and be prepared to address the challenges too. Much of what is contained in this document is already well understood, and much is already happening, but this is the first time that public services in Kent have combined to agree the strategic action needed in relation to older people. The priorities and strategic objectives have been designed for and developed by older people in Kent and provide a framework against which we, collectively, will shape the future of public services.

We are very keen to continue the discussion with Kent residents about priorities, strategic targets and specific actions. If you want to comment on this document or contribute to the development of the action plan, contact details are provided on page 33.

A Special Thanks…

We would like to use this opportunity to thank everyone who has contributed to and continues to contribute to the work we are doing. We value the time and effort you have invested in helping us take this policy framework forward and the ideas and suggestions you have given us. We would particularly like to thank members of the editorial panel, consultation groups, older people's forums and the officers who have put so much work into this strategy.

Priority 1: To ensure communities are designed to be "age proof", stronger, safer and sustainable

Towns and cities should be designed with all residents in mind. There is much to learn from the World Health Organisation and those other countries, particularly Scandinavia and the USA, who are ahead of the UK on this. Improving community well being and the quality of living is a key theme in the 'Vision for Kent'. Making sure our communities are stronger and safer benefits everyone; however, it is particularly important for older and more vulnerable adults.

"Design for the young and you exclude the old; design for the old and you include the young." Bernard Isaacs, founding Director of the Birmingham Centre for Applied Gerontology

Decent Homes

Planning for future housing needs is particularly important in view of the ageing population. For frail older people, the nature of their housing can have a significant impact on their degree of independence and therefore quality of life. In particular, there is a strong like between poor housing condition and poor health. Tackling housing issues can therefore have a dramatic impact on people's health and well-being. Adapting a person's existing property to make it more suitable for them can be hugely expensive, both for the individual and for the state. Planning ahead and making sure that a substantial proportion of new housing is built to 'lifetime homes' standard is therefore very important.

It is also important that there is a range of housing options that older people can select from as their circumstances change. The five year aim of the national report, 'Lifetime homes, Lifetime Neighbourhoods' is that "there will be more mainstream and specialist homes of the right type in the right location' for older people". A key issue is to ensure that older people have choice. This includes the choice to move into extra-care housing. Many older people may end up on their own in a large property much too big for their needs, leading to high heating and maintenance costs, which they may not be able to afford. While many older people want to remain in a home that contains memories and has room for friends and relatives to visit, they need to be made aware that there are other options available. For older people who are asset rich, but cash poor, it is also essential we help find solutions, such as equity release, that benefit the individual.

Home Improvement Agencies

The role of Home Improvement Agencies (HIAs) is vital. People generally wish to stay in their own homes as they get older but often need help to repair or adapt it in their later life. In the consultation, home owners discussed concerns about 'cowboy' builders and rogue traders carrying out home maintenance. While Trading Standards have an important role in tackling rogue traders, people also wanted more information about accredited companies and better awareness of the schemes promoted by the Kent Housing Group which include the ten HIAs across the county. HIAs offer practical support and advice to enable older people to make necessary adaptations and modifications to their homes that they might not otherwise have been able to make without assistance. Through improving people's living conditions, HIA's help to enhance quality of life and enable people to remain in their own home in greater comfort and security as part of the local community.

Safe Homes
The Kent Handyvan scheme is greatly valued by residents of Kent; people made the connection between such services and feeling safer in their own homes both in terms of accidents and crime. The Handyvan Scheme aims to reduce the risk of burglary by fitting security equipment such as door chains and viewers, window locks and safety features such as smoke and carbon monoxide detectors. Even by making small improvements such as these, quality of life for people can be much improved. The Police and Fire and Rescue Service are also very active in helping people feel safe and secure in their homes. The Fire service offer free home fire safety checks, and the installation of smoke detectors if required. They have also made older people a priority in their service delivery. Kent Police run a number of initiatives to help older people feel safe and secure. This includes 'nominated neighbour' and 'rogue trader' schemes to help prevent distraction burglary and 'Senior Watch' an initiative that makes sure messages from the police and others get to those who need to know. It is important that older people are aware that there is free help available when looking to make their homes safer. We should look to build on and publicise the good work the Police and Fire and Rescue Service are already doing.

Perceptions of crime
Older people in Kent as a group are less worried about crime and less likely to be victims of crime than younger age groups, and crime was not a major theme to emerge during the consultation. However, some people were scared to leave the house after dark, and had experienced anti-social behaviour which had a devastating impact on them. We know from national and local research that fear of crime can prevent people from accessing social activities and can contribute towards the creation of social isolation and loneliness. It is crucial that we prevent this from happening and promote initiatives to make people feel safe and secure in their own homes and communities. The role of community wardens and neighbourhood policing is important here as they do much to help people feel safe in the community. Each neighbourhood now has named police community support officers to report to on a very local level, and who work closely with community wardens. We should be supportive of community policing programmes that help to reduce fear and reduce anti-social behaviour.

Age-friendly Communities
Whole communities, not just the homes in which older people live, must be age-friendly. This includes making sure that pavements are accessible and free from trip hazards, that there are dropped kerbs to allow the use of mobility scooters, there are places for older people to rest and that there is a pleasant and clean environment. For older people, the fear of falling is a major concern and if the neighbourhood is perceived to be hazardous, this may lead to social isolation. Roads should also have adequate pedestrian crossings with enough time for people to cross. Many older people expressed concerns that 'green man' controlled crossings often did not give them enough time to cross the road, and that drivers were too keen to drive through on an amber light, which suggests a need to improve some drivers' road safety awareness.

A key concern expressed was that of the need for better access to public toilets. Incontinence can be a real problem and many people do not go out simply because there are no public toilets in their local area. A report by Help the Aged, entitled 'Nowhere to go'

calls on local government to develop a toilet strategy to improve older people's dignity, health and well-being. It highlighted examples of older people who said that they simply didn't drink so that they would not need the toilet, or carried a jug out with them, just in case. During the consultation for this Strategy, many said that disabled toilet access was also a problem for them. While many shops and cafes now provide for disabled access, often their toilets are not disability friendly, which makes the whole place inaccessible. Action needs to be taken to ensure that there are more public toilets across Kent. These should also provide disability access, with large cubicles and doors that are easy to open to make it easier for older people to get out and about.

A broad range of activities geared for older people

To increase people's participation in community life, social inclusion and the contribution they make to society, communities need to have a broad range of activities geared towards older people. It is essential that future participants are involved in the planning of such activities. In some cases, older people themselves run activities specifically for older people, for example, over 50s clubs, Pensioner Forums, the Active Retirement Association, and so on. The World Health Organization's work on Age-friendly Cities has emphasised the importance of older people meeting with their peers and supporting each other. But in addition to this, people also want to mix with different generations and have social activities that are geared to all age groups. We must ensure that older people shape and influence the development of community activities in general or there is a danger that their particular interests, needs and expertise could be overlooked.

Growing old in a changing climate

When looking to 'age-proof' communities for the future, it is vital to examine what impact changes in the climate could have for future generations. It is widely accepted that climate change will lead to hotter, drier summers and stormier, wetter winters and this will have a bigger impact on the more vulnerable members of our community. We should plan ahead to keep people warm in the winter, and cool in the summer. This includes planning for plenty of shady areas, good ventilation in homes and energy efficiency.

Key strategic targets

We will ensure that communities are 'age proof', stronger, safer and sustainable by;

- Working with architects, designers and developers to make sure that new developments are designed to be sustainable and age-proof.
- Actively tackling housing disrepair and supporting older people in maintaining and adapting their own homes.
- Developing and designing existing communities to be more "age friendly", in respect both of physical infrastructure and social inclusion
- Helping older people feel safe and secure within their own homes and community
- Preparing for changes in the environment and climate-proofing communities to make them sustainable for the future

What is already being done to…

…ensure communities are designed to be "age proof", stronger, safer and sustainable

HandyVan

The Handyvan scheme was set up to help older and vulnerable people feel safer in their own homes.

Many older people are concerned about crime, burglary and anti-social behaviour. As a response to this concern, KCC in partnership with Help the Aged, Kent Fire and Rescue Service and Kent Police, launched the HandyVan service in 2001. The scheme was initially aimed at the over 60's on low income to help them feel safer in their own homes by installing safety and security products free of charge. The service operates on a referral basis, with requests coming from the Crime and Disorder Reduction Partnerships, the voluntary sector and clients themselves.

"We are writing to say how pleased we are with the work done by the Handyvan fitter. It has given us peace of mind to know that our home is really secure, both when we are at home and when we go out. We also have two new smoke alarms and everything was carefully explained to us."

Community Wardens

The Kent community Warden Scheme began with a band of 12 wardens in May 2002 as part of a three-year pilot scheme. It delivered such early successes that numbers were increased within six months and in March 2005, a new training centre – the first of its kind in the UK – as opened to help bring the team of wardens up to 100. Community wardens aim to help the people of Kent to live safely and independently in their neighbourhoods and communities. They provide a visible uniformed presence to tackle anti-social behaviour. Many wardens are regarded as the focal point for the communities they serve and their mobile telephone number is accessible to them all. To date they have been involved in over 38,000 activities, incidents, queries or interactions with the public, spend 71.3% of their time providing advice, reassurance, visits, surgeries or a visible presence in their communities and were engaged with 28,986 instances of partnership working. 90% of those surveyed who had dealings with a KCC community warden were satisfied with the assistance they received.

"*They are a trusted friend to our community*" – Kent resident

Case Study: Staying Put, Swale's Home Improvement Agency

Mrs C was a 75-year-old lady living on her own. She was admitted to hospital after a heart attack and prior to her discharge, her son had visited her property and realised the terrible conditions Mrs C was living in. He contacted the Staying Put scheme for help.

Mrs C had lived in the property for 75 years and had inherited it from her parents. As she only received a small weekly pension, she found it very hard to keep the house maintained and as a result it had become unfit for human habitation. In recent years, the family had only been in the front room and had not realised the deteriorating condition of the property. The electrics were no longer working, there was no bathroom, the property had considerable damp, the roof was leaking and doors and windows were all rotten. Mrs C's son decided she would live with him until he could ensure her house was comfortable for her to live in.

Staying Put visited with a Technical Officer and a schedule of works was prepared. Despite having had a heart attack, Mrs C was a very fit lady and could cope with stairs, so it was decided that the bathroom would be relocated upstairs to replace the back bedroom. Discussions were held with Mrs C to agree the work to be done, and decide (after receiving estimates) on the contractor. Mrs C was very excited about the prospect of Staying Put helping her with the repairs and even tried to save money out of her pension to buy other items to help. During the work, several other issues were discovered. The back wall of the property was only four and half-inch brick so had to be upgraded, ceilings and floors had to be repaired and the drains had to be renewed. The family got together and helped her with decorating the property.

When the work was completed Mrs C moved back into her property and was extremely pleased with what had been done. She is now taking great pride in her home and her health has much improved. We hope she will continue enjoy her home for many years to come.

Priority 2: To improve transport and accessibility

Transport and accessibility have a huge impact on people's lives. Throughout the consultations transport issues were consistently highlighted as a major concern. More broadly, many non-drivers spoke eloquently about how difficult it was to access the leisure and social activities that they wanted to, let alone visit someone in hospital. With the trend towards out of town shopping centres and more emphasis on internet based communication, there is a danger that some older and more vulnerable individuals can become socially isolated. There should be a focus on providing safe, reliable and affordable transport options that are easily accessible for all. People acknowledged that this would not be easy, but felt very strongly that improvement was needed in Kent.

"*There's no point in having a bus pass if you don't have access to a bus*" Kent Resident

Transport
The accessibility and availability of public transport is critically important as many older people are more reliant than the majority of working-age people on public transport. Indeed, 67.9% of those over 85 do not have a car. Local authorities are required by the Transport Act 2000 to produce a Local Transport Plan considering how the transport needs of various groups will be addressed. The current Local Transport Plan (2006-2011) addresses the issue of accessibility and particularly social exclusion and its impact on quality of life.

Approximately 80% of bus services in Kent are provided by private, commercial bus companies, for example Arriva and Stagecoach. Kent County Council spends around £7 million a year from the transport budget to offer the remaining 20% of bus services that are not "commercially viable", in other words, services where the running costs are more than the money received from passengers fares. These resources pay for rural bus services in Kent, which provide links to villages and country areas. This budget also provides journeys that are early morning, late evening and at weekends. Priority for funding 'socially necessary' bus services in Kent is based upon the Government's social inclusion model using access to health care, food shopping, learning and employment as the key considerations.

Access to Healthcare
A number of people in the consultations explained that transport after hospital discharge is a particular issue. It is hugely important that people have good access to healthcare if they are to stay fit and healthy. This is not just about access to hospitals but also to GP surgeries and pharmacies. People should also be able to visit friends and relatives in hospital; something which current transport service provision often does not allow for. Public services in Kent have a role, collectively, to ensure that people have adequate and equitable access to healthcare.

Transport Options and Accessibility
It was also highlighted by many people we spoke to that more flexible approaches to transport are needed. This includes more choice about the type of transport available and greater access to dial-a-ride schemes and taxi vouchers. There is also a need to make

sure that taxis themselves are accessible, with drivers sympathetic to those with mobility problems. It was also felt that the timings of buses and trains made it difficult for people to engage in social activity. The reliability and frequency of public transport is important for those who are dependent upon it to travel. For many older people, particularly in rural areas, there may only be one bus a day, meaning that opportunities for socialising and shopping are severely limited. Older people should be able to visit their local town to complete their shopping as well as spend time meeting friends. However, bus times can often restrict this and force a choice between one and the other. Often the destinations to which transport options travel are also limiting, taking choice and control away from the individual. Some older people also expressed concern that they found using buses difficult. They explained that buses would pull away before they had time to find a seat, causing them to fall or trip. This is an issue that can easily be resolved through better education and training of drivers to make them sympathetic to the issues facing older people. Additionally, there were worries about the reliability of buses, particular when there is only one or two a day. If a bus does not turn up or is very late, this can cause people to be left stranded.

There are a number of alternatives for those who have no public transport links, or have mobility problems. The Kent Karrier scheme is one such example; however, it is currently limited in what it can offer as a solution. Journeys are restricted within district boundaries, and the service only operates at a specific time on a specific day of the week. By far the most successful solution to the transport issues has been volunteer driver initiatives led by the voluntary sector. These allow much greater flexibility in journey time, and provide a far wider choice of destination to the individual. Often volunteer drivers are older people themselves, and this offers a great opportunity for social interaction. Such initiatives do much to tackle isolation and help older people to access services and facilities that they might not otherwise have been able to. Across Kent there are 35 volunteer car schemes, ranging in size from 2 to 50 volunteer drivers. Most schemes need more drivers or larger vehicles to meet demand. We should support the voluntary sector in providing services such as these, and help to expand them as far as possible. For example, by supplying vehicles that can be used to provide the service and adequate insurance.

Disabled Access

Only 17% of disabled people are born with a disability, therefore the majority of people develop a disability later on in life. Accessibility is therefore a key issue when considering the needs of older people. Of course this is a requirement under the Disability Discrimination Acts 1995 and 2005 - local authorities, shops, cafes and leisure centres have a duty not to discriminate against disabled people. Where physical features make it impossible or unreasonably difficult for disabled people to make use of a service, the service provider must either remove the feature or alter it so that the disabled person can make use of it. Examples might be ticket machines at stations, a step leading up to a shop or a toilet that isn't wide enough to manoeuvre a wheelchair into. Such changes are part of the physical infrastructure covered in Priority 1.

Transport providers such as those who run buses and trains are also required to ensure that they do not discriminate against disabled people. This could be by ensuring staff are trained in disability awareness, ensuring that new vehicles are made fully accessible, and

that existing vehicles are amended to ensure they are accessible for disabled people. Making a vehicle accessible means things like step free access, colour contrast within the vehicle and audible/visual information systems. These facilities can assist many older people who might not be registered disabled but nonetheless have restricted mobility or sight and hearing difficulties. Whilst work is already underway to improve disabled access by transport providers, people felt it should be given a higher priority than it currently has.

Information
As for most priorities within this Strategy, providing better information is key to improving use of transport and increasing accessibility. Within the consultations, older people felt that better access to bus timetables was needed. It was also suggested that timetables should show where disabled bus access is available to make it easier for those with disabilities to travel. Many simply wanted to be better informed about what transport options are available to them.

Key strategic targets:

We will improve transport and accessibility by:

- Increasing transport options, including services for those who are disabled or live in rural areas
- Making people more aware of the transport options already available to them

Priority 3: To enable people to lead healthier lives and have better access to healthcare.

To 'live later life to the full', it is vital that people of all ages take action to keep fit and healthy as far as possible. Health is crucial to people's quality of life and without it participation and engagement in society can be inhibited. Keeping fit requires active exercise which can become increasingly difficult to achieve as people get older. It is vital that barriers to accessing leisure facilities, such as transport and financial difficulties, are removed or minimised so that all older people have the ability to be active.

Good health

During the consultation, the majority of people commented on how important it was to have good health. Whilst some poor health cannot be avoided, there is a lot that individuals can do themselves to stay healthy. Health promotion was therefore seen as very important, as was access to healthy activities such as sports facilities, walking, dancing and so on. Few older people are actively engaged in sport and so initiatives are needed to encourage this. It was also seen as important to provide support and services for people that prevent further deterioration of existing conditions, and enable them to remain independent for longer.

Prevention

The drive to promote good health as a way to prevent avoidable ill health problems in later life needs to be a major priority. As they say, 'prevention is better than the cure'. We need to build upon and use the experiences of successful smoking cessation initiatives to begin tackling other issues such as obesity and diabetes. People should be encouraged to take charge of their own health, going for regular check-ups and eating healthily. It is important that people understand that the things they do and choices they make can impact on their ability to live a full later life. Particularly in youth, people feel that they are invincible. It is vital that we educate people to take good care of themselves and make sure that they are aware of the consequences if they do not. This is not just about younger people, though. For those who have unhealthly lifestyles, it is never too late to get fitter. Improving diet and exercise, stopping drinking too much, and stopping smoking will have a positive impact at any age. There are many health and lifestyle benefits of physical activity for older people. People with an active lifestyle feel healthier and have an improved sense of wellbeing. Physical activity also reduces the risk of heart disease, stroke diabetes and high blood pressure. Staying mentally active is also vital to help prevent the onset of mental health problems.

Maintaining health and Independence

As far as possible, older people should be assisted in managing their health problems so that they are able to remain in their own homes and communities for as long as possible. It is vital that we develop services in the community and at home to enable this to happen and to assist early discharge back home for those that are admitted to hospital or care. We also need to ensure that those people who do have long term conditions are prevented from being admitted to hospital or residential care unnecessarily. For example, harnessing the benefits of new technology to support people in their homes is increasing through such schemes as Tele-heath and Tele-care. Priority 5 goes into more detail on this.

Healthcare Improvement
The Kent Public Health Strategy sets out priorities for improving public health and the Annual Public Health Report has a specific chapter relating to older people, with priorities for action. Older people living in the poorer areas of Kent may suffer from significant inequalities in health that require targeted actions to address. In the consultation, people felt that there should be better integrated health and social care with more of a 'seamless' service. Better communication between KCC, NHS, District and Borough Councils and other agencies is needed to make this a reality.

One of the key targets in Kent's Public Health Strategy is 'more adults living healthier lives and preventing more disease'. A key principle for caring for frail older people is timely intervention. This will be achieved through 'joined up care', allowing early identification of problems, and early treatment. This will prevent crisis and avoid emergency hospital admissions. Helping people achieve good health is the responsibility of the whole community. It is vital that different agencies work in partnership with one another if good quality integrated services are to be provided.

Key strategic targets;

We will enable people to live healthier lives and have better access to healthcare by;

- Focussing on the prevention of health problems
- Enabling older residents to participate in regular exercise and live an active life
- Developing better integrated health and social care services
- Addressing health inequalities for older people
- Assisting people to manage their own health and independence in order to keep living in the community for a long as possible

What is already being done to…

….enable people to lead healthier lives and have better access to healthcare

Brighter Futures Group & INVOKE

The **Brighter Futures Group** is a partnership between KCC, Primary Care Trusts, and voluntary and community organisations. It aims to increase the independence of older people, by supporting people aged 75 and over who are living in poor housing and on a low income. By providing a range of community services, mainly delivered by volunteers, the programme helps people stay independent in the community and reduces avoidable admissions into hospitals and care homes. As some of the projects have evolved, they have expanded to include internet cafes, exercise classes and healthy lifestyle sessions. The programme runs in the Ashford, Maidstone, Tunbridge Wells, Tonbridge & Malling and Sevenoaks areas.

INVOKE is a project running in East Kent that is designed to give older people independence through the delivery of local services to the community and increasing choice and control. It supports older people in their own homes by increasing community services and aims to reduce the number of emergency hospital admissions. The three services provided are Community Matron Support Workers, Community Information and Liaison Assistants and Care Navigators.

Fit as a Fiddle

Fit as a fiddle is a major new programme funded by the Big Lottery Fund and delivered by Age Concern and its partners. It aims to make a difference to older people's health and wellbeing, by encouraging them to take more physical exercise and eat the right kinds of foods. Fit as a fiddle will help older people to access safe physical activity sessions designed to meet their needs. The programme provides a wide range of activities including nutritional advice targeted at older people to encourage them to eat a varied, balanced diet, community based initiatives to reduce isolation and social support for older people who have, or are at risk of developing mental health problems.

Most of the projects being developed will focus on engaging older people in activities that are fun and where they have the opportunity for social interaction. Many of the projects will be developed using trained older volunteers. Older people will be enhancing their cooking skills, doing yoga, line dancing, gardening, doing seated exercises, socialising with others and doing everything to enable them to be 'fit as fiddles!'.

The GRAND - Gravesham

The GRAND Project was set up in 2001 through a joint funded initiative that included the Health Action Gravesham Regeneration Partnership and the New Opportunities Fund (now known as the Big Lottery Fund). The project is based upon listening to what people want and developing and delivering health related programmes that meet these needs.

There are a number of services provide by the GRAND project, both in the community and at the GR@ND, a town-centre cyber-café. The GR@ND provides service such as;

- Fast public access to the Internet (free in many cases).
- Guided Internet access for people wanting to learn about how to get information from the World Wide Web.
- A healthy food café.
- A meeting space for community groups to use.
- Special programmes and activities for young people.
- Advice and information on a wide range of health issues for everyone

The GR@ND centre also delivers a Silver Surfers programme, which over 700 older people have attended since 2002.

The GRAND project supports other community-based activities for older people across Gravesham including weekly activity and exercise sessions for those in residential or sheltered accommodation. In addition, it also supports activities that help people identify how they can improve their health, including community cooking sessions to improve diet and nutrition and smoking cessation programmes.

Priority 4: To support people's citizenship, learning and participation in community life.

Learning is an essential part of adapting to the challenges that life brings at different stages. People need excellent information to enable them to stay healthy, be involved in community life and get the support they need. New technology can provide opportunities to increase information and awareness, but can also pose difficulties for those who struggle to keep up with the pace of new developments. To make sure older people are engaged in community life, it is vital they are aware of the opportunities available and that they are able to participate in lifelong learning.

"The internet is becoming the town square for the global village of tomorrow"' Bill Gates

Volunteering
Within Kent, a large number of older people are volunteers or care for people who need support. Voluntary work is important in its own right, providing community support and activities that would otherwise be unaffordable as well as enabling knowledge, experience and expertise to be put to good use. Older people often provide unpaid care, and Priority 5 includes consideration of carers' needs. Unpaid care may involve looking after a spouse, family member or friend but can also be providing childcare for grandchildren. It is estimated that 60% of childcare across the country is provided by grandparents, saving the UK economy £4bn per year. In total, unpaid contributions in the form of both caring and volunteering are worth £24bn nationally. There are also benefits for the volunteers in terms of the "feel good" factor from contributing to community life, which brings good self-esteem and mental wellbeing. People should be encouraged to get involved in voluntary or community activity where possible, and it is vital there is a strategic relationship between the public and voluntary sector to achieve this.

In Kent we are fortunate to have a thriving voluntary and community sector. Central government and local public services alike see the need to expand and enhance the voluntary and community sector. Voluntary agencies were keen to emphasise that a strategic approach is needed to ensure their sustainability and to enable them to maintain their ethos, which is distinct from that of the public sector. Considerable action is already underway, reflected by the fact that the current Local Area Agreement includes a target to increase volunteering, and by the establishment of the Kent-wide Voluntary Sector Compact which sets out the relationship between the public and voluntary sectors in Kent.

Employment
Increasingly, people are electing to carry on in paid work, sometimes on a part-time basis, beyond the traditional retirement age, and Government has introduced legislative changes to encourage this over time. The demographic changes mean that it is in our interests as a society for people to work for longer. Older workers may need upskilling and retraining, particularly in new technologies, but they bring continuity, knowledge and perspective to the workplace and can be invaluable mentors to younger staff members. Whilst the element of choice needs to remain for those people who are eager to retire, we will work with Kent employers across all sectors to identify any specific actions needed to increase employment of older people. This includes looking at flexible retirement options, such as a

gradual reduction in hours in a way that does not affect pensions, particularly for those on final salary pension schemes. We also need to be better at managing the transition from full time employment into retirement. Many people still wish to contribute to both the economy and society after they retire; we should make it easier for people to volunteer or embark on a second career.

Citizenship
It is vitally important that people are involved in their local communities and are engaged in matters that affect them. This involves not just inclusion in community activity but also greater advocacy and influence over policy-making. To some extent people do already have a voice through pensioners' forums and similar groups. However, the links between these forums and the policymakers themselves need to be formalised. There also needs to be coverage across all of Kent, and this is now happening. Within communities, older people should be supported to develop the activities they themselves want. The Smarden Good Neighbours scheme and Aylesham Neighbourhood Project are excellent examples of community-led action that has widespread benefits and there are many other such projects taking place across the county. We should facilitate other local communities to adopt similar actions, and find new models to suit different kinds of communities.

Learning
In the consultation, people were keen to embrace life-long learning and often for learning's sake alone. There is a key link between staying mentally active and reducing the risk of mental illnesses. However, many older people have very few formal qualifications and some lack the confidence to seek education later in life. Enrolment in adult education courses should be, and is, actively encouraged. The University of the Third Age is also a great opportunity for Older People, allowing those no longer in paid employment to share their knowledge, experience and skills with other members. Self managed learning should also be encouraged through local community groups. This can help people develop life skills including money and financial management that will help them prepare for a secure later life. Conversely, older people often have a wealth of knowledge and experience that they are able to share with others. This sharing of expertise should also be inter-generational to allow older and younger people to interact. This can have many spill-over benefits including greater respect between age groups. For the older people themselves, much can be learnt, with younger people teaching skills such as use of the internet and technology (for example, digital photography) in return.

Innovations
The pace at which new ideas and technologies develop gets faster all the time. Some people in the consultations were anxious about new technology and felt left behind and excluded. A lot of people did not have internet access, and this is something we must address. Broadband is expensive for people on limited, fixed incomes and we must explore how it can be made more affordable for those who could most benefit. In terms of learning how to use computers, there are courses specifically targeted at older people but perhaps even more are needed. This is a potential virtuous circle because the more confident older people become with new technology, the easier it is for them to access information, support and social interaction, producing a positive impact on their health and wellbeing. Webcams, telecare and telehealth are not a complete substitute for personal

contact, but can be a tremendous supplement to it, enabling people to have virtual face-to-face contact with relatives, friends and professionals on a regular basis and as needed. Kent TV is another great source of information. A focus on the provision of access to new technology as well as the ability to use it would therefore have numerous spill-over benefits.

Key strategic targets:

We will support people's citizenship, learning and participation in community life by;

- Encouraging people's participation and inclusion in community activity, raising social capital
- Ensuring people are able to exert their influence over policy making
- Enabling people to have the opportunity and ability to participate in life-long learning
- Making sure older people in Kent have employment opportunities if they want them.
- Encouraging people to take part in voluntary activity
- Helping people have access to new technology as well as the ability to use it

What is already being done to…..

….support people's citizenship, learning and participation in community life

The Smarden Good Neighbour Scheme

The Smarden Good Neighbour Scheme is designed to support older people in the village of Smarden. It helps older members of the community to remain in their own homes and overcome the transport difficulties of rural isolation. The scheme provides;

- A volunteer car scheme to enable older people to get to the doctor, dentist and shops
- A 'Meals on Wheels' service from the village school and local pub
- Information on a range of services and facilities from health to social services in a 'red folder' available from the Post Office

Smarden is the 9th most isolated Parish in Kent with limited transport links. Previously many senior citizens had been forced to leave Smarden; however, the Good Neighbour Scheme is allowing many older residents to stay in their own homes. The Meals on Wheels service alone has enabled at least five people to stay in their own home when recovering from operations or growing frail and up to sixteen meals are delivered each day by volunteers. The scheme is not means tested as the service provides daily personal contact for older citizens who may be lonely or depressed.

The scheme also provides an Afternoon Club for people aged 50 and over. It offers activities, services and guest speakers and provides a channel through which residents can be consulted on developments within the village. The scheme focuses on involving older people in village life. Many use the IT Centre to develop new skills and the local school invites members of the Afternoon Club to join children for Christmas lunch.

Smarden was awarded first prize in the National Association of Local Council's Community Empowerment Awards Older People section in 2007 for the Good Neighbour Scheme and was judged Kent Village of the Year 2007-2008.

The Aylesham Neighbourhood Project

The Aylesham Neighbourhood Project was established in 1997 as part of work to regenerate the former coalfield communities of East Kent. The project provides a wide range of services and support for the local community and is managed by local residents. It is an excellent example of a community led scheme that enables all members of the community to participate in community life.

As part of the project, the community has reclaimed and transformed the derelict school into a sustainable social enterprise including workspace and training facilities. The project also offers a valuable neighbourhood programme to support families through improving childcare, family support and adult education

Some of the services provided by the project include;

- **The Relativity Project**
  This project aims to engage families from the Aylesham community in a variety of fun and creative activities. There is an emphasis on the enjoyment of shared learning and providing 'quality time' together to broaden skills and provide opportunities for all family members to be involved. The learning activities encourage children, parents, grandparents, carers, uncles and aunts to come together to engage in innovative activities and workshops
- **Café on the Square**
  The Café provides a pleasant environment in which to meet with friends
- **Counselling**
  The counselling service is subsidised for those on benefits or a low income, and appointments with childcare are available for parents with young children
- **Children's Centres**
- **Room Hire**
- **Young Chefs**
  This scheme aims to get children interested in cooking, trying new foods and learning new skills

More information on the Aylesham Neighbourhood project can be found at;
www.aylesham-np.org.uk

CASE STUDY: Time2Give, Kent Libraries and Archives

Time2Give is an exciting volunteering programme managed by Community Service Volunteers (CSV) for Kent Libraries and Archives. It offers enjoyable and worthwhile volunteering opportunities across the county's libraries. Some of the more popular activities for Time2Give volunteers include;

- Computer buddies – helping customers who are using library based computers
- Researching, collating and indexing local studies resources
- Helping staff with activities to encourage family use of libraries like rhyme-time or study help.
- Assisting with functions and events including publicity and displays, or helping out in a practical way, such as the library garden
- Helping people across the community access library services, taking services into the community, such as delivering books to customers who are homebound.

There are a vast number of examples of brilliant individuals who give up their time to volunteer within the county's libraries. One of these is highlighted below;

Time2Give Volunteer – Carol Johnson

Carol Johnson (centre) was Kent Libraries and Archive's Volunteer of the Year in 2008. A Baby Rhyme Time host at Ashford Library since 2005, she also helps with a wide variety of other library activities. Carol came to volunteering as part of her recovery following a stroke. Getting involved in a community activity was important to keep in touch with people.

"I get a tremendous buzz helping with Baby Rhyme Time. I enjoy the singing and the actions have health benefits for me too. Actions help me move my weaker arm, so it is good exercise for me singing 'Dingle Dangle Scarecrow' and the 'Grand Old Duke of York."

Ashford's Customer Services Officer Angie Van Zeller highlighted the benefits to the library and its customers. "Carol's contribution is exceptional. She is a lovely individual, reliable, steadfast and friendly. She is always cheerful and helpful and knows the public she helps very well. She chats easily with parents, carers and children. She is brilliant!"

Priority 5: To ensure those people who need support to live independently have choice, control and good quality care

People want to retain their independence for as long as possible, and need the community to support them in doing so. This is the major objective in 'Active Lives', KCC's ten year vision for adult social care, supported by the District and Borough Councils, Health, Police and Fire and Rescue Services, which sets out a number of commitments for public services to deliver.

"The aim is to empower people to identify, choose and control the support or care they need to live life as they want." Active Lives

Although this Strategy emphasises the positive aspects of the ageing population, there is no getting away from the fact that the demographic changes will result in more people with long-term conditions such as dementia, arthritis, cardio-vascular problems, or who have had strokes. Medical advances mean that people with some kinds of learning disabilities who in previous generations would have died young are now living long lives, so we are starting to see more older people with learning disabilities such as dementia, for example. We therefore need to plan to support more people with long-term conditions or disabilities in Kent, and much is happening on this front, underpinned by Kent's Joint Strategic Needs Assessment for Adults. It is also critically important to ensure that vulnerable older people are protected from abuse and neglect. Whilst the statutory services have a responsibility here, the community as a whole also has a role to play.

Person-centred approach

Increasingly people have moved away from the 'one size fits all' model of service delivery. Today people rightly expect services to be flexible and targeted at their individual needs rather than expecting people to fit around the service. Over time this is becoming more of a reality thorough such mechanisms as:

- Direct control of resources – direct payments and individualised budgets
- Involving people directly in the planning and development of future services
- Planning support in a way which focuses on the needs of people

The challenge is to enable the person-centred approach to become universal, and to be applied across different agencies.

Reduce isolation

The demographic projections for the future strongly indicate that there will be a far greater percentage of people living alone in Kent in later life than there has ever been in the past, and it is particularly important for people living alone to be involved in the local community. There is plenty of evidence to show that social isolation leads to poor mental health, physical deterioration and generally a poorer quality of life and prognosis for the future. People have a fundamental need to be engaged in society. It is important to look at what action can and should be taken to reduce social isolation. This is not just the responsibility of KCC and its partners; it is also a community responsibility.

There is a need for more attractive housing options for older people across all types of tenure, which better meet their needs and reduce social isolation (as covered in Priority 1). It is vital that we support people to live in their own homes, but there are ways of doing this that will allow the individual greater independence. For example, helping an older person find a ground floor flat or bungalow with easy access rather than having stairs to climb.

Choice and Control

Having independence is about having choice and control. This also includes having access to 'joined' up information so that informed decisions can be made. People making use of services want to see a seamless provision. Often they are not concerned with who provides the service, but rather the quality of service they receive. It is vital therefore that KCC, its partners, District and Borough Councils, and the voluntary sector all work together to provide consistency in service and care.

It is also crucial to involve older people directly in the planning and development of future services through consultations and older people's forums, and this is happening more and more extensively. For many older people, a number of barriers exist that impair their quality of life. This can range from a simple lack of information through to disability or lack of support. It is vital that we work to remove any barriers that exist and help older people to help themselves. There will be a number of older people that do not want to have control over their own social care. Their choice would be to have KCC arrange things on their behalf. What is vital is that individuals are allowed this choice and therefore feel that they have control over matters affecting their lives.

Although in the consultation people agreed strongly with the principle of choice and control, there were very real fears about how this was being offered in practice in relation to social care. People were nervous that Kent Adult Social Services would relinquish responsibility and expect individuals to sort everything out themselves, which was not generally what older people wanted (and is not what is happening – people can choose for Kent Adult Social Services to organise things on their behalf). There were also concerns about the effectiveness of contract monitoring of service providers, and about service quality in some cases. Although Kent has operated for many years with a "mixed economy" of social care provision (i.e. mostly contracted out to private and voluntary providers, with only around 15% of the social care budget spent on local authority services), some people were still uncomfortable with private sector provision, feeling that it is not right to make a profit out of social care. "Active Lives" clearly sets a direction which strengthens the mixed economy, particularly in relation to the voluntary sector but also the private sector, because it should not matter who provides the service as long as the quality and value for money is good, and there are excellent private providers. There is clearly a need to communicate better the underpinning rationale for the way in which social care provision is evolving in Kent, and constantly ensure that people's anxieties about future changes do not come to pass.

Information

Access to information was discussed as a key priority at all the workshops. People said that they do not know how to find information about services, facilities or support at the point they need it. This is disappointing, given the effort that has gone into improved

information provision. It is important that we enable people to be well informed without bombarding them with information when they do not need it, and much work has already been done but people did not seem to know about it. For example, Kent's Library Service is now so much broader than simply book lending. The "Ask a Kent Librarian" scheme is fantastic and could be more widely used. All static Kent Libraries have free internet access so people without their own computer can access the web from their library. It was suggested that information should be located at places where people regularly visit, for example GP surgeries and supermarkets. As more new Gateways open, based in retail centres where people frequently visit, they will be a valuable source of information. Kent TV also has a wealth of information for those who have access to the internet. Many parts of Kent also have booklets or guides full of useful contacts and information.
Because access to information came out as such a high priority in the consultation, it is vital that the strategy seeks ways to improve this in all areas of service provision. Each of the Priorities in this Policy Framework in some way reflect the need to improve information on what services are provided and how people can access them. As a broader initiative, an Older People's Handbook will be produced to highlight what help and support is already available to older people.

Better support for carers
At some point, in most people's lives, there will be a need to either give or receive care. Caring is something that touches all of us, and while most people would not deem themselves 'carers' in a formal sense, it is vital that we offer support to those who provide this essential role. The majority of community care is undertaken by carers who are relatives, friends or neighbours of the person in need. Many of these individuals will need to both work and care. It is important that carers gain the support of employers to give them the flexibility they need in order to provide care, and that we ensure carers are able to have a life apart from caring.

According to the 2001 census, there are already 127,848 carers in Kent, representing 12.6% of the population. As the population ages, this percentage will increase significantly, particularly given the focus on supporting people to live in their own homes for as long as possible. Many of the carers will be older people themselves, caring for partners, but some will be younger – children or even grandchildren. In view of this, Kent Adult Social Services and NHS are working together to develop a Kent Adult Carers Strategy which will ensure that there is multi-agency commitment and action to meet the needs of carers, including Young Carers.

End of Life Care
This Policy Framework has emphasised that people are living longer, healthier lives. However, most people do need a great deal of medical and social care at the very end of their lives. With end of life care, as with other forms of support, it is essential that people are given choice about where they would like to live and die. The Government published an End of Life Care Strategy in July 2008, and we are working to implement this in Kent.

Key strategic targets

We will ensure those people who need support to live independently have choice, control and good quality care by:

- Ensuring service provision is based upon a person-centred approach
- Working to remove the barriers that can impair the quality of people's lives
- Making sure individuals have access to 'joined up' information when they need it
- Supporting carers in having a life apart from caring

What is already being done to…

…ensure those people who need support to live independently have choice, control and good quality care

Online Self Assessment

Kent Adult Social Services has developed a software platform that enables assessments for social care to be carried out online via the KCC website.

This service allows people to complete an assessment of their needs and find out immediately if they may be eligible for support. It is aimed at adults who are finding it difficult to manage everyday activities or for people who care for someone on a regular basis and want to find out what support KCC can provide for them as a carer.

This forms part of the 'Active Lives for Adults' programme that will help KASS change the way services are provided, placing greater choice and control in the hands of the people that use them.

Kent Card

The Kent card is an innovative new payment method from KCC, which enables service users to have greater control over their own lives and make their own lifestyle choices.

Service users are offered cash, known as a direct payment, as an alternative to having services provided for them. This allows them to determine for themselves when they get assistance, how and from whom. The Kent Card allows payments to be paid directly to individuals without the need for a bank account or complicated record keeping. The card comes pre-loaded with the amount agreed to meet the service users need. Any additional top-up funding can also be loaded onto the card by the service user. The Kent card gives service users choice and control over the services they receive. It also gives them flexibility when they need support at short notice as it allows them to arrange alternative agencies independently of Kent Adult Social Services.

Priority 6: To encourage people to plan for a secure later life.

Preparing for later life needs to be a lifetime quest. However, it becomes particularly important for people in their middle years, or beyond, to plan for their future if they have not already started to do so.

"It's never too late to take charge of your finances - even if you're in your 50s, and even if you've never got your head round them before. The older you are, the more important it is to start planning. And if you take action now, you'll be well set up for the long life ahead of you" Help the Aged, 2008

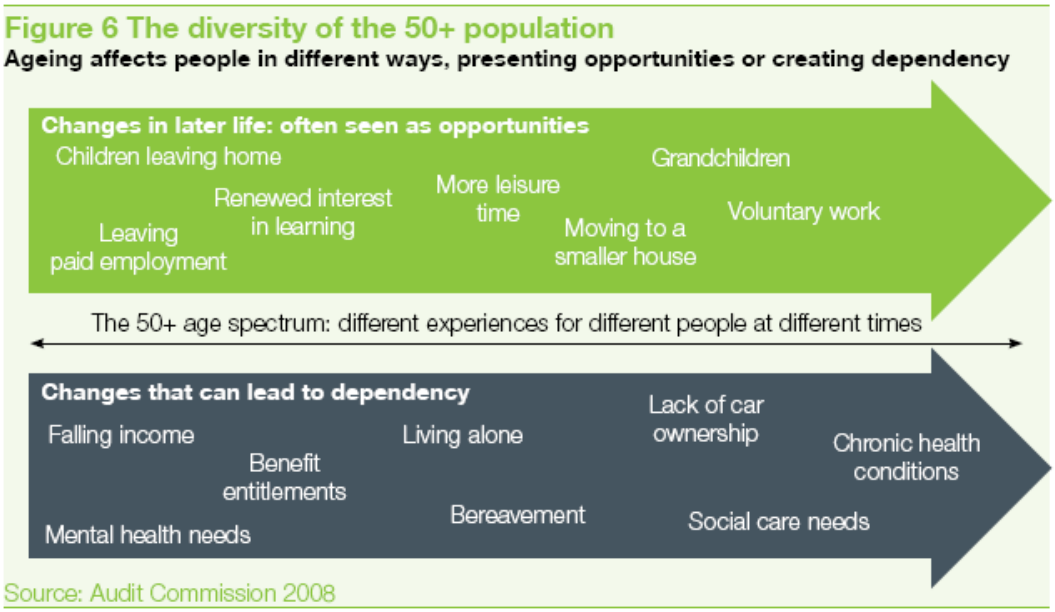
Financial Security
A key consideration in planning for the future is financial security. Economic well-being was a major concern within the consultation groups despite the proportion of pensioners in poverty having fallen. Many thought there should be greater support and assistance to help them manage their finances. Others thought that there was not enough information on how to collect benefits to which they are entitled or services from which they can benefit. Fuel poverty, defined as a household in which greater than 10% of income is spent on warmth, is also a particular issue for many older people. There will always be people who do not earn enough to save or pay into a pension, and who will be reliant upon the State Pension. In the consultation, people felt strongly that the level of the State Pension needs to be sufficient to enable people to have a reasonable quality of life.

Information and advice
A big issue emerging from the consultation was that some people do not know how to plan for financial security, and often leave it too late. They felt they needed more advice and support to plan for later life. This Policy Framework aims to encourage this forward planning. Through the provision of better quality information and advice as well as improving access to it, people will be better informed to make financial decisions. It is also important that we encourage people to start planning for their later life much earlier. We should help people understand the importance of entering a pension scheme or making sure they make financial preparations for when they retire. The increase in the number of Gateways will increase people's ability to access joined up information, as will the Access Kent Project. Kent TV is another good information source and covers a variety of topics that can help people prepare for later life.

Preparing for Change
There are a number of significant changes that happen in people's lives as they enter retirement and beyond. These changes can often be confusing and difficult. Some of the changes are beneficial, for example, increased leisure time and having grandchildren. However, some changes will be negative. Most older people will face bereavement, and there can be losses associated with leaving paid employment. Some changes can lead to increased dependency, such as living alone and ill health. The diagram, below, produced by the Audit Commission highlights the key ways that ageing can affect people. For some, ageing will be a pleasant experience most of the time, but age does bring challenges for everyone and some people have particularly difficult circumstances to cope with. Different people will age at different times and at different rates. The Older People's handbook will

seek to signpost people to help and advice that can guide them through the various stages of their later life.

Changes in Later Life



Key strategic targets

We will encourage people to plan for a secure later life by:

- Making people in Kent more aware of the services and support available including access to financial information and advice.
- Reducing fuel poverty by increasing the take-up of energy saving initiatives and increasing awareness of affordable warmth.
- Improving the economic well-being of older people within Kent

What is already being done to…

… Make people in Kent more aware of the services and support available, including access to financial information and advice.

Gateways

The concept of Gateways is to provide '*council and community services under one roof*'. Gateways offer a convenient public service point and are based in modern retail settings. Residents are able to physically access frontline customer advisors from a wide range of public services including KCC, borough and district councils, Kent Police, the voluntary sector and Health. Gateways unite services under a neutral brand, removing the confusion that having lots of public service organisations can bring, and are designed to meet the needs of the whole community.

Each Gateway offers the latest innovative technologies and a wide range of services, including;

- information and self help, including free internet, service directory, payment kiosk
- routine advice and transactions, including bus passes, refuse, parking, licensing
- surgeries by agencies such as Hi Kent, Connexions, NHS and registrars
- cross agency services, including council tax, benefits, planning, housing, library, adult education and occupational therapy

There are plans to extend services to include private sector partners such as pharmacies, to support the public health agenda. The focus is on shaping services to fit around customer need, providing face to face contact and joining up services.

"*Gateway is about creating a better experience for people and improving their quality of life by joining public services and making them more accessible in a friendly and attractive way*." Peter Gilroy, KCC Chief Executive

There are currently Gateways in Thanet, Maidstone, Tenterden, Ashford and Tunbridge Wells, along with a Mobile Gateway that operates from Ashford. A number of these Gateways incorporate library services and the Tenterden Gateway includes the local post office.

Gateways are an invaluable way for people to directly access services and to seek information on services and benefits to which they are entitled. The expansion and promotion of these will be key to ensuring older people have improved access to services.

Priority 7: To promote a positive image of later life and dignity and respect for older people.

In the consultations many people raised the fact that old age is so often perceived very negatively. It was felt that too often older people are seen as a 'burden on society' particularly due to the changing demographics and the increasing pressures on services. It is crucial that this negative image is dispelled and a more balanced, realistic picture of older people is promoted. Taking positive actions to address this priority is harder than for the other priorities because of the "soft" nature of the issues concerned. However, these issues came out strongly in the consultations and it is important to discuss them even if the solutions are not straightforward.

"*The way older people are perceived needs to be altered so that they are seen not only as users of community services, but also as providers*" Kent Resident

Valuing Later life
In the media, all too often old people are either invisible and overlooked, or portrayed negatively. Whilst old age can indeed bring disability, poverty and isolation, the balance needs to shift. Older people contribute a vast amount to the communities in Kent, indeed, most volunteering and unpaid caring is carried out by older people. Many people felt that in Kent we do not make the most of the wealth of experience and knowledge available amongst older people.

Respect
Respect is a two-way process; people should have respect for each other and in this way will gain respect for themselves. Older people recognised that they needed to respect young people, but also felt that there was a lack of respect towards older people as a group. Part of respect is treating people as individuals, not a homogenous group, and this is an inherent part of treating people with dignity.

Towards a more caring and compassionate society
People need companionship and friendship, and communities need to tackle social isolation which can affect all age groups, but particularly very old people. People need to be educated to look out for each other. They also need to be educated about ageing – if younger people had a better understanding of ageing perhaps they would be more tolerant, considerate and respectful of older people.

Key strategic targets;

We will promote a positive image of later life and dignity and respect for older people by:

- Promoting the value of later life and changing attitudes towards older members of society
- Encouraging inter-generational activities and community cohesion

What is already being done to…

…. promote a positive image of later life and dignity and respect for older people

Sing United!

An established partnership with Kent County Council (KCC) has enabled another year of intergenerational arts projects that connect older people with younger members of their community. The projects, collectively entitled 'SingUnited', use a range of creative arts as a catalyst for meaningful and sustainable community engagement. SingUnited 2008 provided nine projects, involving over 200 primary and secondary aged children and more than 120 older people. The projects culminated in a exhibition and performing arts Festival.

Projects included:

- A textile curtain of over 100 hand painted panels each illustrating an element of healthy living, produced by children at Kingsdown Primary School and Sir Roger Manwood's School in collaboration with Kingsdown Women's Institute.
- In 'Colours of the Rainbow', children from Eastry Primary School and adult members of Canterbury's Rainbow Centre produced thirty beautifully composed poems and prose pieces which were musically and photographically illustrated.
- Children from Sandwich Primary School joined members of Deal Centre for Retired in drama workshops to write, produce and act in their own play, 'The Wedding'.
- Community members in Lydden, near Dover, and children from the local primary school produced a musical play centred entirely on the real-life experiences of older members of the community.
- Members of a number of dance clubs in Dover, Deal and Sandwich joined forces with children at Whitfield and Aspen Primary School for two events, 'Tea-time and Song', in which the children provided home-made sandwiches and cakes to accompany an afternoon of shared singing, and DanceUnited, in which children and adult dancers socialised, swapped dancing experiences and shared afternoon tea.

SingUnited 2009 is currently gathering pace with two dance projects connecting older and younger people, a music remix project involving the Deal Centre for the Retired choir and students from Castle Community College, a Tai Chi project and connected ambient music-writing music project for people with enduring mental health problems and children from local primary and secondary schools. A partnership with Kent County Council's Extended Schools, the Creative Foundation, Folkestone and Youth Music has enabled a new project, which is due to start in Shepway later this year.

For more information about this year's SingUnited or schools training programmes, please contact Trish at musicdotcircus@care2.com or telephone 07790 263762.

What is already being done to…

…. promote a positive image of later life and dignity and respect for older people

Skills Swap

Health and Social Care students from the Marsh Academy together with the Shepway Extended Schools Team and volunteers from the Marsh Youth Support Network Group have been working together to develop a project which will integrate young people with the local retired community of the Romney Marsh, with an aim to set up a Skills Swapping Club.

On the 31st March local retired residents from across the Marsh were collected by minibus and welcomed into the School by the students to see how they can develop this idea further and discuss skills they feel they could learn from one another. As part of the morning the students and their guests watched a theatre performance on bogus callers and the impact this can have on people's lives. A representative from the local Police Neighbourhood Watch Team also joined us to answer any concerns raised about bogus callers and staying safe.

After the production the students and their retired guests exchanged stories and discussed skills. The students also gave demonstrations on the Wii and Wii fit, with many of the retired guests joining in and having a go for the first time. From their discussions, the following opportunities for inter-generational activity were identified:

- Computer Skills
- Knitting
- Lunch Club/Afternoon Tea
- Arts and Crafts/Card Making
- Tai Chi
- Cooking
- Playing Cards/Board Games
- Wii
- Drama Productions
- Reminiscing
- Film Club

From this event the Extended Schools team and the Marsh Academy will be working together to develop these ideas further and put them into practice.

Have your say

Do you agree or disagree with the priorities and strategic targets set out in this Strategy, or have further comments to make? Do you want to contribute to the development of the detailed action plan? If so, please contact Tim Woolmer on 01622 694027, **Tim.Woolmer@kent.gov.uk** or write to him at:

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Corporate Policy Unit
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G57 Sessions House
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Maidstone
ME14 1XQ

APPENDIX 1

Who are the Older People of Kent?

Government has suggested that older people's strategies should be targeted at those aged 50 and above because of the importance of planning for later life. However, in the consultation people felt that this was ridiculously young (it would encompass a third of the total Kent population) and the big challenges were generally faced by much older people. Also, chronological age is not very helpful in considering some of the issues as everyone's experience of old age is different and people vary hugely in their particular circumstances. So within this strategy we have done our best to avoid references to chronological age. However, if we are to provide statistical information about older people in Kent this does need to categorise people by age group.

….Some broad features of a diverse group

Below we set out some statistics drawn from 'The Older People of Kent'[1]. Whilst some of the statistics may not apply to all, they help to build up a picture of who the older people in Kent are.

I. Demographics

In 2007 there were 508,200 people aged 50 and over in Kent, accounting for 36% of the total population. Within the next 20 years this 50+ population is forecast to increase by 30.7%, meaning that by 2026, people aged 50+ will represent 44% of the population.

The older population is growing at a much greater rate than the "traditional working age" population. In 2001 there were 3.1 people of working age for every person of state pension age. By 2026 this will have fallen to 2, unless (and we anticipate that this is what will happen in practice) more people in their 60s and 70s carry on with some level of paid work.

The group of those aged 50 and above can be sub-divided as below;

Age Group	Number	Percentage	Percentage by 2026
50-64	266,100	52.4%	45.9%
65-74	123,900	24.4%	25.4%
75-84	84,600	16.6%	20.1%
85+	33,700	6.6%	8.6%

[1] The Older People of Kent report can be found at http://www.kent.gov.uk/publications/community-and-living/the-older-people-of-kent-report.htm

By region, Thanet has the highest proportion of 75-80 year olds at 19.1%. It also has the highest proportion of those aged 85 and above, at 8%.

At the time of the 2001 Census, 1.3% of all of those aged 50+ were categorised as Black or Minority Ethnic (BME). However, there are pockets of higher concentration, for example in Gravesham 5.4% of residents aged 50+ are BME.

II. Health

Based upon data obtained from the 2001 Census, 49% of residents aged 50+ said they were in good health and 35% said they were in fairly good health. 16% said they were not in good health, which is better than the England and Wales average of 19%. Generally, health deteriorates with age, and 31.4% of those aged over 85 are not in good health compared to 11.9% of 50-64 year olds.

74.2% of those aged 85 and over identified themselves as having a limiting long-term illness, compared to 22.5% of 50-64 year olds. As the older population grows, the number of people with mental health problems such as dementia will also grow.

III. Housing

52% of people in Kent aged over 85 live in owner occupied accommodation. This compares to 78% of Kent's 50+ population, suggesting that the percentage will rise over time.

22.5% of those aged over 50 live alone. Thanet has the largest proportion (27%).

According to the 2001 consensus, 9% of those aged over 85 lived in accommodation with no central heating. This decreases to 6.5% for those over 50.

IV. Economic Activity

48% of 50-74 year olds are economically active and make up 27% of those who are economically active in Kent.

10% of 65-74 year olds continue to work.

18% of Kent's 60+ year olds are claiming some form of pension credit.

People aged 50+ account for approximately 1/3 of all people receiving carer's allowance.

V. Leisure and Learning

Those aged 50 and above account for 42.1% of those enrolled on a course provided by the Kent Adult Education Service in 2007/08. Only 11% of this group were aged over 85.

16% of active library users are aged 60 and above, 9% of these rely on the mobile library service. 60+ year olds account for 30.3% of all mobile library users.

Of those aged 85+ only 12% have access to the internet. 91% of people under 50 have access to the internet compared to 50% of those aged 50 and above.

93.2% of those aged 50+ who use the internet access it from home.

68% of 50+ year olds are inactive (zero days of 30 minutes moderate participation in last 4 weeks). 12.8% are regularly active (3 days a week of 30 minute moderate participation).

The top sporting activities for 50+ year olds are walking, swimming and golf.

VI. Transport

67.9% of people aged 85+ have no car compared to 9.5% of people aged 50-64.

13.4% of those aged 50+ in rural areas have no car compared to 24.5% in urban areas.

78.5% of people aged over 60 had a free bus pass up to Nov 2007, this equates to 260,000 bus passes. In April 2008, the local boundaries to travelling on a concessionary fare were removed, meaning over 60's could travel nationwide on their bus pass. This led to a further 21,569 residents of Kent applying for a bus pass between 01/04/08 and 20/06/2008.

VII. Communities

31.5% of 75+ year olds and 25% of those aged 65-74 said that their fear of crime has a moderate to high impact on their quality of life. This is lower than the proportion of 36% for all adults.

56% of 75+ and 51% of 65-74 year olds felt that the local police are doing a good/excellent job, compared to 53% for all adults.

Only 4% of 75+ and 10% of 65-74 year olds have a high perception of anti-social behaviour, compared to 16% for all adults.

APPENDIX 2

Strategic Context

Vision for Kent (Kent Partnership, 2006)
Vision for Kent is the community strategy for the county. It sets the aims for all the key players working to improve the quality of life for everybody in Kent. The ageing population is identified as a priority within this document, as is promoting independence and engaging communities.

Towards 2010 (KCC, 2006)
Towards 2010 sets out how KCC plans to achieve its goals in 7 key areas. These are; increased prosperity for Kent through business growth and job creation; transformation in education; reduced traffic congestion; improved health and quality of life; quality homes in a well-managed environment; a safer Kent and continued improvements in services while keeping council tax down.

Kent Public Health Strategy (Partnership Document, 2007)
This strategy brings together the public health plans and activities of Primary Care Trusts and Local Authorities and is a joint commitment from them to the public, to improve the health of Kent residents. It clarifies what is meant by public health, explains why it is so important to address health inequalities and identifies the top priorities.

Kent Health Inequalities Action Plan (Partnership Document, 2008)
This details the many initiatives and activities being delivered by KCC and the District Councils of Kent to address Health Inequalities

Regeneration Framework (KCC 2009)
This consultation document sets out KCC's view of the strategic issues which face Kent in relation to economic development and business, skills, the demographic changes, transport, strategic planning of housing and infrastructure, and climate change.

Joint Older People's Commissioning Strategy for Health and Social Care in West Kent (2009 – 2013)
This is the first joint commissioning strategy for West Kent focused on older people. This sets out a vision and guiding principles for the next five years and aims to strengthen commissioning for health and well-being undertaken by Kent Adult Social Services and NHS West Kent.

Promoting Health and Active Living in Older Age in Eastern Coastal Kent (Eastern and Coastal Kent Primary Care Trust, March 2008)
This strategy seeks to inform and influence both the public and also public, private and voluntary organisations that contribute whether directly or indirectly, to the promotion and maintenance of healthy living for older people in East Kent.

Older People of Kent (KCC, 2008)
The Older People of Kent is a statistical document that presents some of the key features of the older population in Kent. It is designed as a tool to aid policymakers in designing policy for the future.

Active Lives, the 10 year vision for social care in Kent (KCC, 2007)
Active Lives sets out the KCC's aspirations for social care in Kent, looking forward to 2016. It reflects the direction of travel set out in the Government White Paper 'Our Health, Our Care, Our Say'.

Local Transport Plan (2006 – 2011) (KCC, 2006)
This is the second Local Transport Plan (LTP) for Kent. It sets out the transport vision for the County for 2025 as developed with partners and the community during the last eighteen months and, in the shorter term, the Plan sets out a strategy to take the County towards this vision. This LTP also explains how KCC intends to invest the money the Government has indicated will be available for the period from 2006 to 2011 and how extra resources from KCC and its partners will be added to this to maximise the value of the overall investment.

ASK - Accessibility Strategy in Kent (KCC, 2006-2011)
Improving accessibility is recognised as an important issue at national and local levels and is amongst the shared priority objectives for Kent. Accessibility planning is designed to deliver benefits for all residents, although an emphasis is given to groups in the community which are socially excluded and need help to improve access to key life opportunities.

Kent Supporting People Five Year Strategy 2005 – 2010
The Supporting People Programme aims to improve the quality of life for vulnerable people by enabling them to live more independent lives in their communities, or maintaining their capacity to do so. The Five Year Strategy sets out the aspirations for the future of Kent's Supporting People programme.

Cultural Development Strategy
This aims to reap the benefits that arts can deliver in creating places in which people choose to live and want to visit, in building a modern, knowledge based economy, and in enriching the quality of everyday life for individuals and communities across Kent.

Local Context

Ashford Housing, Care and Support Strategy (2004 – 2014)

Ashford Housing Strategy (2008 – 2011)

Canterbury Community Development Strategy (2008 – 2012)

Canterbury Housing Strategy (2010 – 2015)

Canterbury Corporate Plan (2008 – 2012)

Canterbury Strategy (a vision for 2030)

Dartford Housing Strategy (Available September 2009)

Dartford Older Person's Strategy (Available May 2009)

Gravesham Review of Social Housing Provision for Older People (September 2008)

Maidstone Housing Strategy (including Older People Supplement) (2005 – 2009)

Maidstone Sustainable Community Strategy (2009 – 2013)

Maidstone Homelessness Strategy (2008 – 2013)

Sevenoaks Sustainable Community Plan (2007 – 2010)

Sevenoaks Community Safety Strategy and Action Plan (2008 – 2011)

Tonbridge & Malling Sustainable Community Strategy (2006 – 2009)

Tunbridge Wells Sustainable Community Plan (2007-2011)

Tunbridge Wells Housing Strategy and sub-strategies (including Older People's Housing Strategy) (2006-2011)

Thanet Community Safety Partnership Plan (2008 – 2011)

Thanet District Council Housing Strategy (2006 – 2010)

Thanet Private Sector Housing Strategy (2007 – 2011)

Thanet District Council Travel Plan (2005 – 2011)

APPENDIX 3

Background Papers

A Sure Start to Later Life (Dept Communities and Local Government, 2006)

Our Health, Our Care, Our Say (Dept Health, 2006)

Travel, Access and Older People – A review of local transport accessibility planning (Help the Aged, 2006)

Lifetime Homes, Lifetime Neighbourhoods (Dept Communities and Local Government, 2008)

Global Age-friendly Cities: A Guide (World Health Organization, 2007)

'Don't Stop Me Now' – Preparing for an Ageing Population (Audit Commission, 2008)

Voice – A Briefing Paper (Help the Aged & ILC, 2008)

Growing Old in a Changing Climate (Stockholm Environment Institute, 2008)

Travel, Access and Older People (Help the Aged, 2006)

Towards Lifetime Neighbourhoods (ILC, November 2007)

Nowhere to Go – Public Toilet Provision in the UK (Help the Aged, 2007)

Community Transport Provision in Rural Kent and Medway (Action with Communities in Rural Kent)

APPENDIX 4

Glossary of Terms

Ask a Kent Librarian – This service allows you to have your questions answered by a specialist team, without having to visit your local library. The service promises to answer or acknowledge queries within 48 hours and operates directly by phone, fax, mail, web form and email 6 days a week.

Commissioning – This is the means by which best value is secured for local people, by specifying and procuring services to meet their aspirations and needs.

Extra Care Housing - This is housing to rent or to buy, designed with the needs of frailer older people in mind and with varying levels of care and support available on site. People who live in extra care housing have their own self contained homes, their own front doors and a legal right to occupy the property.

Gerontology - is the study of the social, psychological and biological aspects of ageing

Handyvan Service – The Handyvan is a home support service for older people. Handyvan fitters work to ensure that people's homes are safe and secure. They aim to reduce the risk of burglary by fitting security equipment such as door chains and viewers, window locks and installing safety features such as smoke and carbon monoxide detectors.

Home Improvement Agency – Home Improvement Agencies (HIAs) help older and vulnerable people to maintain their independence. Their focus is to help repair and adapt a client's home to meet their individual need, and may also provide a range of services to support this, depending on local needs and circumstances

Kent Partnership – The Kent Partnership is the countywide local strategic partnership that was formed in 2002 as a result of the Local Government Act 2000. It is made up of representatives from the private, public, voluntary and community sectors and oversees the Kent Agreement.

Lifetime Homes – A lifetime home is the incorporation of 16 design features that create a flexible template for accessible and adaptable housing.

Older People's Champion – The role of an older people's champion is to represent the voice of older people within an organisation. They should ensure that older people are involved in developing services and should challenge age discrimination where it exists.

University of the Third Age (U3A) – this is a learning cooperative for people no longer in full time employment. It consists of local U3As all over the UK, which are charities in their own right and are run entirely by volunteers. Between them, U3As offer the chance to study over 300 different subjects. A typical U3A has about 250 members but could be as small as 12 and as large as 2000. The U3A approach to learning is learning for pleasure.