



SHEFFIELD CITY COUNCIL Cabinet Report

Report of: Richard Webb, Executive Director Communities (sponsor)
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Date: 26 September 2012

Subject: A City for All Ages:
Making Sheffield a great place to grow older

Author of Report: Julia Thompson, Strategic Commissioning Manager

Summary:

The 'city for all ages' Framework (**Appendix A**) proposes an ambitious 'active ageing' vision to make Sheffield a great place to grow older:

'Sheffield will be a city for all ages in which people live healthy, active, independent lives and enjoy everything the city has to offer'

The framework complements the Joint Health and Wellbeing Strategy by looking at improving some of the more tangible issues which undermine our aspiration to be an age-friendly city.

A 3 month public consultation is planned to begin on the 1st October to coincide with Older People's Day. Following this the strategic framework and actions will be finalised.

A Board has been convened to lead and advocate Sheffield's approach to active ageing and to scrutinise progress in implementing the framework.

Recommendations:

That Cabinet:

- Confirms its commitment to making Sheffield an age-friendly city and endorses the strategic approach set out in 'city for all ages'
- Authorises a 3-month consultation exercise to gain public endorsement for the approach and to develop further with partners the key priorities for action

- Delegates responsibility for finalising the Sheffield's city for all ages action plan to the Executive Director for Communities (in consultation with the Cabinet Member for Health, Care and Independent Living, Cabinet Member for Culture, Sport and Leisure and the Chair of the City for all ages Board).

Background Papers:

- A city for all ages: making Sheffield a great place to grow older
- Sheffield's [Joint Health and Wellbeing Strategy](#)
- [National Dementia Strategy, 2009](#)

Category of Report:

Open

Statutory and Council Policy Checklist

Financial implications
NO
Legal implications
NO
Equality of Opportunity implications
YES Cleared by: B Coukham
Tackling Health Inequalities implications
YES
Human rights implications
YES
Environmental and Sustainability implications
NO
Economic impact
YES
Community safety implications
YES
Human resources implications
NO
Property implications
NO
Area(s) affected
Relevant Scrutiny Board if decision called in
Health and Community Care Scrutiny Committee
Is the item a matter which is reserved for approval by the City Council?
No
Press release
NO

1.0 INTRODUCTION

- 1.1 The 'city for all ages' framework (Appendix A), sets out a vision for the future of the city where individuals, society and organisations respect and meet the needs of people throughout their lives:

'Sheffield will be a city for all ages in which people live healthy, active, independent lives and enjoy everything the city has to offer'

- 1.2 The framework proposes an 'active ageing' approach to develop an 'age-friendly' Sheffield where people are able to maximise their physical and mental wellbeing at every stage of their lives. Evidence shows that focusing on improving wellbeing throughout life can improve the likelihood of people enjoying better health in their older years. The active ageing approach applies to all ages of people, ensuring we have a flexible approach which aims to improve the outcomes for both current and future generations of people in the Sheffield, extending healthy years of life and valuing the contribution that 'older' people play in the city.
- 1.3 It also describes the key areas where public, private and voluntary sector partners in Sheffield must lead and support fundamental strategic changes to make Sheffield an age-friendly city.
- 1.4 There is a clear relationship between this work and the aspirations of Health and Wellbeing Board as set out on the [Joint Health and Wellbeing Strategy 2013-18](#) (JHWS). The JHWS establishes an explicit focus on the need to address the wider determinants of health in Sheffield to make a real impact on improving the health and wellbeing of people in the city. This means addressing some of the 'causes of the causes' of poor health, such as poverty, poor housing, worklessness and low educational attainment. The JHWS makes clear that Sheffield's health and wellbeing system needs to change to improve wellbeing and make the system affordable and capable of meeting the needs of future generations. This means focusing on preventing wellbeing problems occurring in the first place; intervening early to stop problems getting worse; supporting people to be as independent as possible at all stages of life and reducing the need for acute hospital and residential care services. The aspirations in the Sheffield: A city for all ages framework complement and contribute to the wider aspirations in the JHWS but focus on improving some of the more tangible, physical, social and economic issues which currently undermine our aspiration to be an age-friendly city.
- 1.5 A public consultation on 'a city for all ages' is scheduled to be launched on the 1st October to coincide with Older People's Day and will take place for 3 months. Following this consultation the strategic framework and actions (at individual, organisational, city-wide and city region level) will be finalised.

2.0 BACKGROUND

- 2.1 Work on the Framework began in late summer of 2010 when a population survey was conducted which asked a random sample of people of all ages questions about growing older to understand the issues which most concern people and what people aspire to in their older age. The survey delivered a whole range of findings, particularly in comparisons between the expectations of current 'older' people and future 'older' people. In short, people expressed that their main priorities for their later years (in addition to good health) were having enough money to get by, being able to live independently in their own home, being active and able to travel and being able to get around to see family and friends.
- 2.2 In 2011 further progress was made by building on this body of intelligence. The New Economics Foundation 'Five Ways to Wellbeing' were used to structure a gap analysis which was then supplemented by additional information collected from professionals, consultation with older people and national research covering what we already know about older people and active ageing.¹
- 2.3 This material was used as the basis of discussion at an event held on the 23 February 2012 involving over 50 delegates to articulate the strategic vision and define priorities. From this, five themed areas were proposed:
- Where I live (physical environment and infrastructure)
 - Part of the community (networks and inclusion)
 - Finance, employment and learning for life
 - Better health and wellbeing
 - Excellent care and support
- 2.4 During spring and summer 2012 several informal consultation meetings have been held with members of the community as well as with strategy and stakeholder groups to raise wider awareness of the principles of active ageing and to discuss the themed approach.
- 2.5 A Reference Group which includes a cross section of the city's population has been convened to provide a focal point for citizen engagement and dialogue. The Reference Group have helped to shape the draft Sheffield: a city for all ages framework. Its influencing role on delivery will be reviewed and expanded following the conclusion of the consultation when the framework is finalised.

¹ New Economics Foundation (2011) *Five Ways to Wellbeing: new applications, new ways of thinking*. http://www.neweconomics.org/sites/neweconomics.org/files/Five_Ways_to_Wellbeing.pdf

3.0 GOVERNANCE

- 3.1 Strong leadership and governance will be essential if we are to make a real difference and make Sheffield an age-friendly city. There are clearly some things which the city's partner organisations can actively do now, but the framework recognises that being an age-friendly city is a long-term ambition which requires a fundamental shift in the way that everyone in Sheffield makes decisions and acts. There is a clear need for high level strategic leadership to advocate, to challenge and to influence the city to become more age-friendly.
- 3.2 A Board has been established, chaired by Professor Alan Walker, and includes 2 Council Members, Sheffield City Council Directors, partners from Sheffield First Partnership and Health and Wellbeing Board representation.
- 3.3 The Board will:
- Lead Sheffield's approach to becoming an age-friendly city,
 - Provide rigor and challenge in the delivery of Sheffield's age-friendly city's implementation plan
 - Be Sheffield's advocates of active ageing, championing our drive to being an age-friendly city and the opportunities which demographic change brings to society, the economy and the city as a whole
 - Challenge age discrimination and encourage a positive attitude to ageing and wellbeing in Sheffield.
- 3.4 Discussions are taking place with Sheffield Executive Board in order to secure broad involvement across all sectors including economic and commercial. **It is proposed that the final version of the framework following consultation will be endorsed as a city strategy.** From Sheffield City Council's perspective, the Executive Directors from each portfolio area will jointly lead on the 'city for all ages' Framework, demonstrating the need for holistic commitment and focus from across the Council.
- 3.5 A diagnostic tool is also being developed to assess the extent to which Sheffield is an age-friendly city. This will establish the current baseline (against WHO's age-friendly cities policy framework), and help to identify specific targets and high level indicators to monitor progress. These will be used to assess how effective the approach is to making Sheffield an 'age-friendly city'.

4.0 CONSULTATION

- 4.1 The formal consultation period will begin on the 1st October 2012 (International Older People's Day) and will last 3 months. The Reference Group have been fully involved in designing the consultation including identifying the main groups with whom we need to consult, the barriers

which may be encountered and how these can be overcome. There are existing mechanisms for involving people and a core of third sector organisations have been identified who are willing to assist in engaging with customers/service users. People of all ages will be actively engaged in the consultation as the concept of a lifecourse approach is fundamental to the framework.

4.2 Many people have already participated in earlier consultation opportunities about this work and their contributions have fundamentally informed the content of the Sheffield: A city for all ages framework. The emphasis for the public consultation to commence in October will be on the following:

- ensuring that from the public's perspective we have now identified the right priorities for achieving the greatest impact on people's experience of ageing in Sheffield
- engaging in dialogue with delivery partners to establish what they will do to help the city deliver change

4.3 The consultation methodology used will vary depending on the individuals or groups which are being consulted and a range of opportunities to feedback will be given, including face to face and online contact with individuals.

4.4 Links will be created with other consultation/involvement processes which have taken place over the summer to ensure that issues or actions which relate to Sheffield: A city for all ages have been captured and addressed.

4.5 The outcome of the consultation will be used to finalise the framework and agree key priorities for action. Implementation will commence February 2013 and will be overseen by the Sheffield: A city for all ages Board.

5.0 FINANCIAL IMPLICATIONS

5.1 No financial implications have been identified at this stage. The framework is intended to improve the effectiveness of existing investment to improve wellbeing and to reduce demand on long term care and support.

5.2 The focus of the age-friendly cities framework is, alongside the Joint Health and Wellbeing Strategy (JHWS), to improve the long-term wellbeing of the city. This includes the long-term financial sustainability of the city's services, in particular health and social care services. As projections have shown (for example: the Barnet 'Graph of Doom' and the LGA's recent financial projections for local authorities), increased

longevity has the potential to have a financially unviable level of increased demand for health and social care services.²

- 5.3 Therefore, the emphasis placed on improving wellbeing across the lifecourse, preventing health and wellbeing problems occurring and reducing demand for acute care has mutual benefits for the health and wellbeing of individuals and major financial implications for the long-term sustainability of the city's organisations.

6.0 LEGAL IMPLICATIONS

- 6.1 No legal implications have been identified in connection with the framework.

7.0 HUMAN RESOURCES IMPLICATIONS

- 7.1 No human resource implications are associated with the framework.

8.0 ENVIRONMENTAL AND SUSTAINABILITY IMPLICATIONS

- 8.1 It is not anticipated that there will be any negative impact upon the environment caused by these proposals.

9.0 EQUALITY OF OPPORTUNITY IMPLICATIONS

- 9.1 An Initial Equalities Impact Assessment (EIA) has been completed **(See Appendix B)**
- 9.2 The involvement exercise will:
- Follow good practice to ensure it is accessible and representative.
 - Monitor engagement with protected groups throughout the process, and address gaps where required
 - Carry out equality monitoring of responses where appropriate.
 - Carry out equality analysis of findings/key themes/issues etc, by protected groups where appropriate.
- 9.3 The EIA concludes that the issues to be considered as part of the involvement exercise do not adversely impact our statutory equality or human rights duties

10.0 RECOMMENDATIONS

It is recommended that Cabinet:

² LGA (2012) *Funding outlook for councils from 2010/11 to 2019/20*, http://www.local.gov.uk/c/document_library/get_file?uuid=01a7770d-ed32-4bac-ae43-8fb4090e5d65&groupId=10171

- Confirms its commitment to making Sheffield an age-friendly city and endorses the strategic approach set out in 'Sheffield: A city for all ages '
- Authorises a 3-month consultation exercise to gain public endorsement for the approach and to develop further with partners the key priorities for action
- Delegates responsibility for finalising the Sheffield's city for all ages action plan to the Executive Director for Communities (in consultation with the Cabinet Member for Health, Care and Independent Living, Cabinet Member for Culture, Sport and Leisure and the Chair of the City for all ages Board).

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