Cabinet 5 August 2014

**Name of Cabinet Member:**
Cabinet Member (Health and Adult Services) – Councillor A. Gingell

**Director Approving Submission of the report:**
Director of Public Health

**Ward(s) affected:**
All

**Title:**
Age Friendly City Programme

**Is this a key decision?**
No

**Executive Summary:**

Age Friendly Cities (AFC) is an international initiative led by the World Health Organisation (WHO) to engage cities to be more age friendly, value older people and ensure that older people have a good quality of life. The initiative provides a vehicle for a variety of organisations to work together to promote and improve the health and well-being of older people, whilst also valuing the positive contribution they can make to the City.

This report seeks approval for Coventry to participate in the Age-Friendly City Programme and become an ‘Age Friendly City’.

**Recommendations:**

**The Cabinet is requested to:**

1. Agree and commit to a work programme that would lead to Coventry being awarded WHO ‘Age Friendly City’ status
2. Approve Council funding of £25,000 per annum for a two year period to support the delivery of this work. This is equivalent to a total cost of £50,000.
3. Support the establishment of a strategic Ageing Well in Mind and Body Board tasked with providing strategic leadership for older people and tasked with overseeing the implementation of the Age Friendly City programme and delivery of the Coventry Dementia Strategy.

**List of Appendices included:**

Appendix 1: Integrated Neighbourhood Teams - The Model
Appendix 2: Governance Structure
Other useful background papers:

None

Has it been or will it be considered by Scrutiny?

No

Has it been or will it be considered by any other Council Committee, Advisory Panel or other body?

The Health and Well-being Board considered a report on this issue at their meeting on 25th June 2014

Will this report go to Council?

No
Report title: Age Friendly Cities Programme

1. Context (or background)

1.1 Coventry is a growing city, and our share of residents aged 60 years and more is increasing. The council recognises that older people play crucial roles in the city - by undertaking paid and voluntary work, through transmitting their experience and knowledge, and helping their families with caring responsibilities. These contributions can only be ensured if older people continue to enjoy good health and if their needs are addressed.

1.2 However, there are inequalities in old age across the city, in term of life expectancy and quality of later life. Research shows that older people in Coventry are significantly more deprived than the average England older people population. For example, Foleshill and St Michael’s, two of the city’s most deprived wards, have the highest proportion of older people living in deprivation. There is also a clear link between deprivation and poor health in the city. This is illustrated by the gap between the healthy life expectancy (HLE) and life expectancy (LE). The largest gap of 16 years is seen in Foleshill whilst the smallest gap of 5 years is seen in Wainbody. Meanwhile, the proportion of over 65s living with chronic illnesses in Coventry also bears a correlation with the levels of deprivation in the area. Wainbody has the lowest proportion of over 65s (just under 45%) living with chronic illness whilst Foleshill have the highest proportion of over 65s (almost 65%) living with chronic illnesses.

1.3 The Council is committed to supporting its most vulnerable residents and recognises that an ageing demographic profile will have a significant impact on the public services that it provides, especially in a time of austerity. A more integrated and collaborative approach is needed to support older people to access services that are tailored to their needs and helps them to maintain their independence for as long as possible. The Age Friendly City programme is a collaborative initiative which aims to create age friendly places by 2020.

2. World Health Organisation (WHO) Age Friendly Cities Programme

2.1 The WHO has drafted a strategy and action plan for ‘Healthy Ageing in Europe 2012-2020’ which sets out a number of actions that identifies how small and subtle changes can significantly improve the daily lives of older people by taking a more collaborative and integrated approach. The Age Friendly Cities (AFC) initiative is a means through which local authorities can support this agenda.

2.2 The AFC is an international programme led by the WHO to engage cities to be more age friendly, consider older people as valuable and ensure that older people have a good quality of life. The initiative provides a vehicle for a variety of organisations to work together to promote and improve the health and well-being of older people, whilst also valuing the positive contribution they can make to the City.

2.3 The AFC programme is based upon an ‘active ageing’ approach to develop an ‘age-friendly’ Coventry 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. Creating an age-friendly city will benefit people of all ages in Coventry, ensuring we have a flexible approach aiming to improve the outcomes for both current and future generations of people in the Coventry, extending healthy years of life and valuing the contribution that ‘older’ people play in the city.

2.4 This work will support the Council’s aim to improve the health and well-being of its population, which is set out in its Joint Health and Wellbeing Strategy 2012 (JHWS) and
Coventry’s status as a Marmot city. Key to both these initiatives is the need to address the wider determinants of health in Coventry 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 aspirations of the AFC programme focus on improving some of the more tangible, physical, social and economic issues which currently undermine our aspiration to be an age-friendly city.

2.5 Coventry becoming an Age Friendly City would also enable us to align a number of strands of work across the whole of the Council and city, such as the Dementia Strategy, Marmot Work Programme and Kick-start.

3. **Becoming an Age-Friendly City**

3.1 Council Officers have been working closely with representatives from Coventry University, Age UK (Coventry) and Coventry and Rugby Clinical Commissioning Group (CCG) to explore the potential for Coventry to become an Age Friendly City. In January 2013, the University hosted an event to launch its Age Research Centre and introduce the concept of Coventry potentially becoming an Age Friendly City to a wide audience. The response at this event has been positive. Meanwhile, the CCG has incorporated the AFC programme into its plans for the Better Care Fund and its transformation programmes for dementia and end-of-life care.

3.2 A paper was taken to the Adult Joint Commissioning Board (JCB) on the 25th July 2013 to raise awareness of the range of activity currently taking place in relation to older people. This included; dementia, older people’s health needs assessment and Age Friendly City. The Adult JCB endorsed the recommendation that they would have oversight of this work on Older People.

3.3 Since then there have been on-going discussions with Public Health CCC, Coventry University and Age UK (Coventry) on developing a capacity to scope out an age-friendly city programme. This has culminated in a proposed three-way funding agreement that will support the development of an Age Friendly City programme. The University have agreed to provide funding (initially for 2 years) for a Programme Manager post employed by them but working across all partners in the city, not just the three partner organisations.

3.4 In order to participate in the AFC programme, Coventry must commit to a cycle of continually assessing and improving its age-friendliness. In practical terms, an age-friendly city adapts its structures and services to be accessible to and inclusive of older people with varying needs by:

- Recognising the wide range of capacities and resources among older people;
- Anticipating and responding flexibly to ageing-related needs and preferences;
- Respecting their decisions and lifestyle choices;
- Protecting those who are most vulnerable; and
- Promoting their inclusion in and contribution to all areas of community life.

3.5 The age-friendly programme in Coventry will seek to address these issues, with a particular focus on reducing health inequalities. It is envisaged that the programme will be developed using an asset based approach and will be co-designed and co-produced with older people in the city. It is expected that the programme will last up to a period of 5 years and will consist of the following four stages:

- **Planning (Year 1-2):** This stage includes four key activities:
  - Establish strong older people involvement across the Age-friendly City cycle.
• Establish a baseline assessment of the age-friendliness of the city.
• Develop a 3-year city wide plan of action based on assessment findings and engagement with older people.
• Identify indicators to monitor progress.

- **Implementation (Year 3-5)**
  On completion of stage 1, which will be within two years of joining the Network, we will submit our action plan to WHO for their review and endorsement. Upon endorsement by WHO, we will have a three-year period to implement these plans.

- **Progress evaluation (end of year 5)**
  At the end of the three year implementation period, we will submit a progress report to WHO outlining progress against indicators developed in stage 1.

- **Continual improvement**
  If there is clear evidence of progress against the original action plan, we will move into a phase of continual improvement. WHO will invite us to develop a new plan of action (duration of up to 5 years) along with associated indicators. Progress against this new plan will be measured at the end of this second implementation period. Coventry will be able to continue our membership to the Network by entering into further implementation cycles.

4. **Results of consultation undertaken**

4.1 In January 2013, the University hosted an event to launch its Age Research Centre and introduce the concept of Coventry potentially becoming an Age Friendly City to a wide audience. The response at this event has been positive to the approach.

4.2 As a result of consultation with the CCG, the concept of the AFC and Ageing Well in Mind and Body has been developed into a core underpinning component of the Better Care Fund, which is jointly CCG and the Council. It is also a key element of the transformational work that the CCG is undertaking on new models of out of hospital care.

4.3 In addition, the AFC programme proposal was taken to the Older People’s Partnership in February 2014. Members of the group expressed their support and interest in the initiative.

5. **Timetable for implementing this decision**

5.1 Following Cabinet and Council approval, work will be undertaken to gain Age Friendly Cities accreditation, in line with the WHO process.

6. **Comments from Executive Director, Resources**

6.1 Financial implications
   The proposed funding agreed between the three parties is initially for 2 years to support the planning and implementation of the AFC programme. The aim is to identify further external funding within this period to support the programme moving forward.

   The current financial breakdown is as follows:
   • Coventry University: £60k p.a.
   • Age UK (Coventry): £15k p.a.
   • Coventry City Council (Public Health): £25k p.a.

   A Programme Manager post will be employed by the University to support the development of the programme. This post will work across all partners in the city to deliver
this agenda. The Council funding will come from existing Public Health budgets and will be used to support the delivery of activities under the AFC programme.

6.2 Legal implications
The Public Sector Equality Duty requires the City Council to have due regard when exercising its functions to the need to eliminate discrimination and promote equality of opportunity for those with protected characteristics. Under S149 Equality Act 2010 age is a relevant protected characteristic.

7. Other implications

7.1 How will this contribute to achievement of the Council's key objectives / corporate priorities (corporate plan/scorecard) / organisational blueprint / Local Area Agreement (or Coventry Sustainable Community Strategy)?
Coventry’s participation in the AFC programme will complement the Council’s core aims of supporting citizens living longer, healthier, independent lives; making Coventry an attractive and enjoyable place to be; making places and services easily accessible; and developing a more equal city with cohesive communities and neighbourhoods; improving the environment and tackling climate change.

7.2 How is risk being managed?
None

7.3 What is the impact on the organisation?
Under the proposed funding agreement, the Council will contribute £25,000 per annum for a two year period. The total cost of the project, to the Council, will therefore be £50,000. This funding will come from within the existing Public Health budget.

7.4 Equalities / EIA
It is too early to assess the specific impact of the AFC programme on protected groups identified by the Equality Act. However, the primary intention of the AFC programme is to reduce inequalities within the city by improve the health and well-being of older people in the city, enabling them to remain as independent for as long as possible. The programme will also seek to improve access to services and facilities for older people, focusing particularly on disadvantaged communities.

7.5 Implications for (or impact on) the environment
The AFC programme aims to support older people by creating supportive and enabling environments.

7.6 Implications for partner organisations?
The Council will be working closely with Coventry University, Age UK (Coventry), the CCG and other partners as well as local communities to design and deliver the AFC programme.
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Appendix 1: Integrated Neighbourhood Teams – the model

Integrated Neighbourhood Teams
The Model
Appendix 2: Governance Structure

Health and Well Being Board

Ageing Well in Mind and Body Board

Better Care Programme Board