The Time of Our Lives

Ageing Well in Leeds

A Framework of Principles for
Organisations that Work with
Older People in Leeds

2012-2016

the Leeds Initiative

Contents

A Framework of Principles for Organisations that Work with Older People in Leeds

1. Introduction

The UK population is getting older and the population of Leeds is ageing with it. Joint Strategic Needs Assessment (JSNA) figures[1] show that there has been a steady increase in the number of people over the age of 75 in Leeds[1] and, since 2001, there has been a population increase of 15% in those over the age of 85[1]. This change in the population demographic of the city will lead to an alteration in both the health needs and service requirements of the population.

It is therefore vital that Leeds is prepared for this shift in population age. By producing a holistic framework of principles for use by all organisations that come into contact with older people, consistency can be achieved between these different organisations. This will enable organisations to work together effectively to deliver care and improve outcomes. This will also bring older people to the forefront of the agenda in Leeds and direct focus towards the different ways of addressing their needs.

All older people in Leeds should have access to the services and resources they require to enable them to live healthy and fulfilling lives. It is the responsibility of all organisations that work with older people to ensure that this happens. This can be achieved by working in partnership with other organisations and with older people themselves, to create an environment which encourages healthy choices and promotes independence.
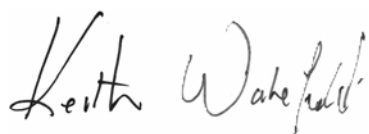
Developing *The Time of Our Lives* programme will not only improve services for older people in Leeds, it will also work to change attitudes towards ageing; allowing ageing to be seen as a positive experience and emphasising the contribution that older people make to society.

For many older people, ageing can be a positive experience that brings new changes and opportunities to their lives. For example, having a greater amount of leisure time can enable older people to take up new interests such as further education, social activities, new hobbies or volunteer work. However, for some older people, ageing can have negative consequences; poor health, impairment, reduced mobility and financial concerns can increase dependency and contribute to social isolation. Health and wellbeing organisations and their wider partners need to ensure that older people receive the help and services that they require to prevent the negative aspects of ageing and support the positive outcomes.

The Time of Our Lives programme needs to be supported by all major partners; Leeds City Council, Public Health, NHS organisations, third sector and wider stakeholders. The Health Improvement Board will be responsible for the framework of principles set out in this document, although all Partnership Boards and individual organisations will be responsible for
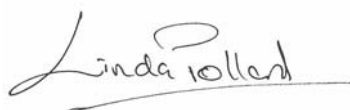
incorporating these principles into their plans so that the use of the principles becomes a mainstream occurrence.

Much work has already been conducted into the priority areas and principles required for working in an ageing society. The principles in this document combine and build upon this work. They have been developed using local information and recommendations from the '*Older Better'* Strategy, the previous '*The Time of Our Lives'* Strategic Framework and the '*Ageing Well Strategic Framework discussion paper'*. National resources from the Local Government Group; '*A good place to grow older?'* and Think Local Act Personal; '*Making it Real'*, were also used.

Councillor Keith Wakefield

Leader of Leeds City Council
Chair of the Leeds Initiative

Linda Pollard

Chair of NHS Airedale, Bradford
and Leeds PCT Cluster

2. Scope of the Principles

Aim:
The aim of this document is to provide a set of good practice principles for all partners and organisations that provide services for, or work with, older people to adhere to. It aims to influence policies and practice in all areas that affect older people and to ensure that they are considered and included in decision-making processes.

Ultimately, we want Leeds to be a city where people of all ages can make healthy choices, live healthy and fulfilling lives and where health inequalities between population groups are reduced.

Time frame:
These principles will apply from 2012 – 2016.

Who the principles apply to:
These principles are to be used by all organisations whose work impacts older people's lives. This includes NHS and local authority services as well as all other organisations that provide universally available services or have contact with older people, including (but not exclusively):

- Adult Social Care
- Environments and Housing
- Learning and Leisure
- NHS Airedale, Bradford and Leeds PCT Cluster
- Clinical Commissioning groups and GPs
- Benefits and Pensions services
- Transport companies
- Housing associations
- Private, voluntary sector and community organisations or groups

These organisations should review and enhance their current practice plans in light of this document and ensure that they are effectively following and incorporating the identified principles of best practice into their work.

'Ageing Well in Leeds':
All people should expect to age well in a safe, comfortable environment which meets their requirements for a healthy life and enables them to achieve a good sense of wellbeing. As people age there will be a requirement for the health service, local authority and external agencies to adapt to meet the changing needs of the population. As a city, Leeds needs to be prepared for this shift in the population and for the adjustment of services that may be required as a result.

The phrase 'older people' is used in this document. It is acknowledged that this can include a wide range of individuals with greatly varying ages and vastly differing opinions, health requirements and wishes. In this document the term 'ageing well' refers to the *process* of ageing rather than focussing solely on individuals within a specific age bracket. Whilst developing these principles, we appreciated that there are significant changes and events that occur as people age, which need to be planned for. However, we also

recognise that these events can happen at different ages for different people. The principles are therefore broad to increase applicability to different individuals at different points in their lives and enable appropriate implementation by a wide range of organisations.

Issues for older people identified from the JSNA:
The JSNA highlighted a number of issues for older people in Leeds:
- Improved access to information about available services is required, with a 'one stop shop' for all services being preferred.
- Social isolation is a problem for some older people in Leeds.
- Older women are increasingly spending time looking after their grandchildren, causing them to have multiple roles and altering their needs.
- Poverty is an issue for older people and this can especially affect older people who are carers.
- Older people prefer available services to be in their local neighbourhood.

Vulnerable groups:
Certain groups of older people are more likely to be vulnerable to disadvantage than others:
- The very elderly
- Older people from BME groups
- Older women
- Older people with physical or sensory impairment
- Older people with mental health problems
- Older people with dementia
- Older people with learning disabilities
- Older people from travelling communities
- Older people who are homeless
- Older people in prison
- Older people who are carers
- Lesbian, gay and bisexual older people
- Older people who are refugees or asylum seekers

(List adapted from the '*Older Better*' Strategy[2])

Outcomes of the principles:
- Improve the health and wellbeing of older people in Leeds.
- Improve the health of the poorest older people the fastest by reducing health inequalities.
- Increase healthy life expectancy in Leeds and reduce premature mortality.
- Increase disability-free life years.
- Support a greater number of older people to live safely in their own homes.
- Reduce dependence on long term residential and acute hospital care.
- Enable independence by providing older people with choice and control over the services they use and their healthcare decisions.
- Reduce social isolation and improve support networks for older people.

3. Links with the *Vision for Leeds 2011-2030*:

The *Vision for Leeds 2011-2030*[3] describes the identified city-wide aims that need to be achieved in order to improve Leeds and make it the best city in the UK by 2030.

The three aims are:

- "Leeds will be fair, open and welcoming" [3]
- "Leeds' economy will be prosperous and sustainable" [3]
- "all Leeds' communities will be successful"[3]

The principles that are outlined in this *The Time of Our Lives* document are broad and far-reaching and implementing them will help to achieve the *Vision for Leeds*. Many organisations in Leeds work with older people or impact on their life. The principles can be closely linked to the *Vision for Leeds* and aim to make Leeds a city that is healthy and comfortable for all ages.

Five areas for particular attention have been identified in the *Vision for Leeds*. Priorities have been set out for each of these five areas within the *City Priority Plan 2011-2015*[4] and the outcomes of these priorities are to be achieved by 2015:

i) "Best city…for health and wellbeing"[4]
The principles in this document are most closely linked with the health and wellbeing priority area and aim to address some of the priorities set out in the *City Priority Plan*:
- *"Support more people to live safely in their own homes"*[4]. Reducing the rate of emergency hospital admissions and residential care home admissions are the headline indicators for this priority area. The principles in this document aim to improve older people's general health and to enable identification and provision of the necessary support to allow older people to stay in their own home safely for longer. An important part of this support includes improving access to local practical and social support networks for older people so that there are people that older people can turn to if they have a problem.
- *"Make sure that people who are the poorest improve their health the fastest"*[4]. The principles in this document recognise inequality as a major issue that needs to be addressed in order to raise the healthy life expectancy of all population groups and reduce the difference in healthy life expectancy between communities. It is important to work to improve the health of those with the poorest healthy life expectancy to bring it into line with the best healthy life expectancy in Leeds.
- *"Give people choice and control over their health and social care services"*[4]. The principles in this document reflect the importance of partnership with older people when developing and delivering appropriate services that can be accessed by all. They also emphasise the importance of providing older people with independence, choice and control over the care and services that they receive.

The Time of Our Lives principles set out in this document also contribute to the other actions plans set out in the *City Priority Plan*.

ii) "Best city… for business"[4]

- *"Improve journey times and the reliability of public transport"*[4]. Improving public transport links is identified in the principles as an issue that needs to be addressed to improve older peoples' access to services and reduce social isolation.
- The principles in this document also emphasise the contributions that older people make to the economy (as consumers, service providers or through childcare) and support older people who continue to work or expand their skills and knowledge through further education.

iii) "Best city… for communities"*[4]*

- *"Reduce crime levels…"*[4], *"Effectively tackle and reduce anti-social behaviour in our communities"*[4] and *"Ensure that local neighbourhoods are clean"*[4]. These three priorities are also supported by the principles in this document. The principles call for improvement in the environment in which older people live, as this can help promote independence and encourage older people to leave the house and get out and about.
- *"Increase a sense of belonging that builds cohesive and harmonious communities"*[4]. The principles recognise that voluntary organisations and other services for older people can help to address social isolation and loneliness, which is an important problem. Services such as friendship groups and intergenerational work can also help to bring people into contact with others in their community and help achieve this priority.

iv) "Best city… to live"[4]

- *"Improve housing conditions and energy efficiency"*[4]. Improving housing conditions contributes greatly to the health and wellbeing of older people in the city so providing and maintaining sustainable, decent quality housing is vital. Energy efficiency is important to reduce costs for older people and to help to reduce the problem of fuel poverty. This is especially pertinent during the winter months and could help to reduce excess winter deaths. Older people's housing also needs to be well-adapted for their needs, so that they are able to live safely in their own homes for longer with access to any assistance that they require. Providing older people with access to services which can help to improve and maintain their home environment is included in the principles.
- *"Enable growth of the city whilst protecting the distinctive green character if the city"*[4]. The quality of the local environment within Leeds is important to enable older people to feel safe and inclined to leave the house and to encourage them to become active in their community.
- Improvement of public transport within the city also falls under this city priority and is vital as it enables older people to have access to services and organisations and to maintain their independence.

v) "Best city…for children and young people"[4]

The principles in this document do not link directly with any of the four-year priorities in the "children and young people"[4] section of the *City Priority Plan*. However, the principles do highlight the benefits of intergenerational work which, in addition to supporting *The Time of Our Lives* programme, also supports some of the principles from the Leeds *Children and Young People's Plan*[5], such as:

- "Support children to be ready for learning"[5]
- "Provide play, leisure, culture and sporting opportunities"[5]
- "Reduce crime and anti-social behaviour"[5]
- "Increase participation, voice and influence"[5]

Intergenerational work is mutually beneficial to both older and young people; acting as a source of education for young people and helping to reduce social isolation for older people. It can also increase a feeling of community by changing perceptions of both older and younger people, creating better relationships between people of all ages within Leeds. Continuing with intergenerational work will help contribute to Leeds becoming both a child-friendly and an age-friendly city.

Linking the different priority areas in the *City Priority Plan* with *The Time of Our Lives* principles in this document helps to emphasise the broad range of organisations throughout the city that can contribute to older people ageing well in Leeds.

4. The Principles of Best Practice

The principles of best practice that have been identified fall into eleven categories:

1. Partnership with Older People
2. Personalisation and Control
3. Dignity in Care
4. Independence and Active Citizenship
5. Information Availability
6. Partnership and Integration between Organisations
7. Promote Active and Healthy Ageing
8. Reducing Social Isolation
9. Reducing Inequality
10. Accessibility of Services and Removing Disabling Barriers
11. Developing the Role of the Third Sector and Supporting Social Enterprise

Each of these categories is covered in greater detail in the following pages of this document.

4.1 <u>Partnership with Older People</u>

Older people are not only service recipients; they can provide information on the need for services and how best to deliver them and can also be service providers themselves through user-led organisations, volunteer work or informally through work in their community.
Engagement with older people is essential for all organisations that work with, or deliver services to, older people. The participation of older people in this process promotes their independence and provides them with the opportunity to influence the services and organisations which impact on their lives.

1. Older people should be involved in the development and planning of services to ensure that they are meeting their needs and wishes. This will provide the opportunity to identify community priorities and shape the services provided, distributing resources accordingly. A proactive approach is needed to engage, include and work with a representative sample of older people from the community and seek their opinions.

2. Organisations should 'co-produce' or work with older people when developing services which affect them. They should allow the opinions of older people to be heard and included in the decision-making process, enabling appropriate services to be delivered to the diverse range of older people in Leeds.

3. Services should be centred around the identified needs and wishes of older people. The process of obtaining older people's input and views should be ongoing and sustainable, so that organisations can continue to evaluate how they are meeting these needs and can adjust their plans according to any change in requirements that may arise.

4. All mainstream services should review and make certain that they are listening to older people and meeting their identified needs, wishes and priorities. They need to ensure that age-discrimination does not occur. This may involve changing the way that the services are delivered or the people they target.

5. Each organisation that provides a service should have a designated lead for ensuring that older people are considered in their plans.

6. Organisations should work to promote and support older people's independence and facilitate choice. There should be opportunities and support for older people to be involved with development and provision of services themselves if they wish.

7. Older people should be consulted and involved in decision-making processes regarding their own individual needs and any organisational input or services that they may need, using a person-centred approach.

4.2 <u>Personalisation and Control</u>

It is vital that older people maintain independence and control over what happens in their life and having choice and input into the type of services or care that they receive is a large part of this.
Personalisation puts the individual at the centre of all decisions regarding their social care and support[6]. It provides them with the control to decide what their needs are, how and when they receive support or services and the ability to choose what services they feel would be of greatest benefit. The aim is to enable independent living, which is not necessarily living without support; it is having control over the type of support received[7].

1. All organisations should support an older person's independence and control in choosing the care and support that they require as an individual; recognising that needs and wishes vary significantly from person to person.

2. Older people should be provided with adequate information and advice to enable them to make good decisions about their needs and the available services. Support should be available to help with this process where required.

3. All older people should be considered as the centre-point of their own care package. They should be empowered to make their own decisions regarding care and be able to tailor their support to their own individual needs and wishes.

4. Older people should have control to use the finances for their own support in the way that they feel will best meet their needs; through personal budgets and direct payments. They should also have support with this if they need help planning or obtaining services[6].

5. The system for providing care and support should be person-centred regardless of whether the individual lives at home or in an establishment such as a residential care home[8].

6. Personalisation should extend into the community by engaging older people in decision-making processes for service provision. Encouraging partnership between services and older people can also help to increase the range of services that are available, allowing for greater choice.

4.3 Dignity in Care

All older people deserve to be treated with dignity and respect by the people and the organisations that work with them.
The national 'Dignity in Care' campaign was launched in 2006[9]. This campaign looked to raise awareness of the importance of providing and maintaining dignity in care, and aimed to place respect and dignity at the centre of all care services[9]. The 'Dignity in Care' campaign developed the 'Dignity Challenge' which sets out ten clear points that all care services should adhere to[9]:

"High quality care services that respect people's dignity should:

1. have a zero tolerance of all forms of abuse.
2. support people with the same respect you would want for yourself or a member of your family.
3. treat each person as an individual by offering a personalised service.
4. enable people to maintain the maximum possible level of independence, choice and control.
5. listen and support people to express their needs and wants.
6. respect people's right to privacy.
7. ensure people feel able to complain without fear of retribution.
8. engage with family members and carers as care partners.
9. assist people to maintain confidence and a positive self-esteem.
10. act to alleviate people's loneliness and isolation."[10]

Leeds recognises the importance of 'Dignity in Care' and commenced the 'Leeds Dignity in Care' campaign[11]. Subsequently, in 2008 the work undertaken in Leeds won the national NHS Health and Social Care Award for Dignity in Care[11,12]. The following principles have been developed to reflect the ongoing commitment to 'Dignity in Care' that we have in Leeds today.

1. All individuals, organisations and agencies working with older people should treat older people with respect and dignity at all times.

2. All the principles set out in the 'Dignity Challenge' should be embedded into the work plans of all organisations that work with older people; emphasising that dignity and respect is of paramount importance.

3. Organisations should work to promote the 'Dignity Challenge' and its values to other agencies and to older people. This should raise awareness and cement the importance of treating older people with dignity and respect within all organisations. It will also inform older people about the high standard of care that they should expect to receive.

4. Organisations should share examples of good practice and innovative ideas that can help to support or improve dignity for the older people who use their services.

4.4 Independence and Active Citizenship

Older people contribute to the economy in a variety of different ways; through employment, volunteering, commercial spending and grand-parenting. Older people have a lot to offer and to overlook them would be a mistake. It is vital to recognise, harness and maintain the contributions of older people so that they can be used to lay the foundations for further input from older people in the future. However, economic wellbeing can also be an area of considerable concern for older people and can significantly impact health outcomes.

1. All organisations should work towards changing any negative perceptions of older people amongst the public and amongst employers to help to overcome ageism, reduce age-discrimination and challenge misconceptions regarding ageing.

2. Organisations should promote recognition of the vast contributions made by older people in their many different roles; for example as workers, carers and participants in voluntary sector activities.

3. Opportunities for intergenerational work in the voluntary and private sectors should be taken. This can help to reduce any barriers that may exist between different age-groups in society; enabling younger and older people to spend time together and possibly change their perceptions of each other. For this to happen, input is required from a wide range of agencies, not just those working solely with older people.

4. The recent changes in the state pension age and employment law mean that more people can continue to work for longer. Older people should not be hampered by their age; any barriers to working should be removed and if support or modifications in the workplace are required, then these should be provided wherever possible.

5. Life-long learning should be encouraged and facilitated by advertising to older people and providing easy access to courses that are relevant and affordable. Both formal and informal education can be of benefit. Institutes of higher education and community projects can offer opportunities for older people to learn. Education and courses can help older people maintain employment for longer by providing them with necessary skills for the workplace. It can also reduce social isolation and contribute to overall wellbeing. New skills such as computer and internet use can also be beneficial and provide access to new sources of information and communication.

6. Employment and volunteering opportunities should be easily accessible with adequate public transport provision to enable older people to take them up.

7. To assist in reducing their financial concerns, information should be readily available to older people regarding the benefits or financial grants they may be entitled to receive.

4.5 <u>Information Availability</u>

Having accessible information on all available services and the different opportunities for community participation locally is vital in order for them to be taken up and effectively used by older people. This information should be readily available and easy to access for both older people themselves and for professionals from other organisations; enabling them to refer suitable older people to other appropriate services.

1. All organisations (public, private and voluntary) should provide adequate information on the services they provide. This should be easily accessible and easy to understand; for example in a leaflet, fact sheet or on the internet. Information should come in a wide variety of formats such as large text or Braille and should also be available in different languages.

2. There should be a central directory of all the different organisations and agencies that work in Leeds and the services that they offer. All staff who come into contact with older people, including GPs, district nurses and staff from all the organisations in the directory, should be aware of its existence and who to contact for more information.

3. All staff involved in the care of older people should receive education on the different services, community groups and activities operating in the local area. This will help them to identify potential needs and refer older people when required, enabling a greater number of people to be reached and services to be in place before any problems occur. Staff will also be able to raise awareness among older people; especially those who may not have access to the information themselves or who could benefit from encouragement to use services. This may also help to reduce health inequalities.

4. Information availability should be increased to help to encourage choice and support independence for older people; increasing their knowledge of different organisations, the services available and promoting independence in accessing services themselves.

5. There should be more information available on the effects of an ageing society and its implications for all organisations providing services in Leeds. This will help prepare all organisations for change and enable them to plan effectively for future service provision.

6. The increasing population age should be reflected in future research and programme development. Evaluation of current interventions should consider whether they are meeting the needs of older people and how these may change in the future.

4.6 <u>Partnership and Integration between Organisations</u>

All organisations working together in partnership will result in a more coordinated approach to improving the health and wellbeing of older people. It will enable staff from different organisations to have better knowledge about the range of services available for older people and how to refer to and access these services. It will also enable different public organisations, private organisations and the voluntary sector to work together to provide older people with services that are different but aligned together. This holistic approach can result in better outcomes for older people.

1. All organisations should plan individually for the effect of an ageing population, but also understand the value of working together with other partners to achieve shared aims.

2. There should be a simple system in place allowing members of different organisations to refer to each other if they identify an older person who could benefit from a different service.

3. There should be a joined-up approach between service providers to ensure that care and support is structured and delivered correctly, with different services providing different aspects of the care package. This will also allow a more comprehensive service to be provided to older people in the community and greater consistency to exist between available services.

4. Organisations should work together in order to develop cohesive services for older people that provide many different aspects of care and support through effective partnership. This will aim to keep older people living in their own home for longer.

5. Partnerships between organisations should facilitate easier information sharing; increasing the availability of knowledge and information between organisations.

6. Examples of good practice should be shared both within and between organisations. This will allow organisations to learn and develop new approaches from each other. Forums and sharing newsletters between organisations can be a good way to facilitate this. Opportunities for sharing information should be publicised to all organisations that work with older people.

4.7 Promote Active and Healthy Ageing

Health promotion and illness prevention are important methods of increasing the healthy life expectancy of older people in Leeds. Improving health may mean that older people maintain their independence for longer which can improve their quality of life and reduce their requirement for services.

1. All organisations should promote and support physical and mental health and wellbeing for older people.

2. Disease prevention and health promotion covering a wide range of health issues are vital in an ageing population. These services should to be well publicised, known to other organisations and be delivered in an accessible way to older people.

3. Older people should have secure and warm housing that they feel comfortable in. Organisations should work together to ensure that this is the case and improve any problems that are identified.

4. Neighbourhoods should be well-kept, clean and feel safe. Adequate access to green spaces and benches in the city is important to encourage older people to be out and about in their communities.

5. Physical activity for older people should be offered and active ageing encouraged by public, private and third sector organisations. Exercise can improve physical health and function as well as social and mental wellbeing. Activities improving endurance, strength, flexibility, balance and co-ordination are especially important for older people. The National Physical Activity Guidelines are available for both Adults and Older Adults and provide clear advice on the different types and levels of physical activity that are beneficial.

6. Organisations should work to ensure that physical activities services for older people are affordable and easy to access, especially for the more vulnerable groups of the older population

7. Eating for Health is very important for older people to help them keep well and prevent malnutrition. Information and advice about the importance of good nutrition and adequate hydration should be readily available. All advice should be clear, easy to understand and be consistent with the principles of the Leeds Food Consensus Statement for older people.

8. Keeping warm at home is vital for older people, especially in the winter months. However, fuel poverty can affect older people making this more difficult. Advice on preventative measures against the cold and ways to keep warm should be provided in good time and available to all older people. Information should be provided to raise awareness of the importance of keeping warm and the availability of grants which can help with the cost of housing insulation.

4.8 <u>Reducing Social Isolation</u>

Social isolation in older people is a problem which needs to be addressed as it can significantly impact on both the health and the wellbeing of individuals. Participation in activities within a community, having contact with other people and taking part in leisure activities can not only improve an older person's quality of life, it can potentially reduce their use of social care or health services through improvement in their health and wellbeing[13].

1. Organisations should work to reduce social isolation in older people by helping older people to build new friendships and support networks wherever possible. One method could be through the provision and advertising of social events or buddy-schemes within the community. These schemes should be well publicised so that other organisations are aware of their existence and are able to refer other older people who may be suffering from social isolation.

2. Schemes such as time-banking, befriending services, buddy schemes and community groups should be encouraged and be able to receive support from other organisations where needed.

3. Groups within the community should be well supported and encouraged to be open and welcoming to older people. Older people should also be supported in setting up their own groups if they wish.

4. Frontline workers present in the community from all organisations should be aware of social isolation. They should view linking older people with others or with groups in their community as part of their role at work.

5. Organisations should be aware of the problem of social isolation and help their staff to recognise those older people who are particularly at risk from it and who may therefore benefit from joining a local community group or referral to a befriending service.

4.9 <u>Reducing Inequality</u>

The differences in health that exist between different groups of the population are described as health inequalities. These inequalities can persist throughout life and significantly shape the health outcomes of older people in the community. Inequalities in health can exist between many different groups of the population. Deprivation level is one example of a factor that can contribute to health inequality. In Leeds, life expectancies in the most deprived areas have been found to be 8.3 years lower for women and 12.2 years lower for men compared to the least deprived areas[14]. Reducing health inequalities in Leeds is vital and it is the responsibility of all organisations to work to try and reduce these health inequalities.

1. Inequalities between different population groups need to be identified and addressed to reduce the health gap. Services should be tailored to target and reduce these inequalities and aim to decrease the difference in health outcomes between population groups.

2. There should be targeted interventions to try and reach the most vulnerable older people and help reduce inequalities. Known deprivation levels for different areas of the city can help to identify the older people who have the greatest need for services.

3. Information from the JSNA should be used to identify priority areas for interventions and groups of the older population that may require targeted actions to reduce health inequalities within Leeds.

4.10 <u>Accessibility of Services and Removing Disabling Barriers</u>

The accessibility of services and community opportunities are vital and can be problematic for older people. There may be a lack of knowledge around the different services or opportunities available, or barriers to their use.

The 'social model of disability' describes how it is the organisation of society that can cause problems of access for older people, not their impairments, health, mobility problems or age[11]. Barriers in society can cause disability and can result from services being established without considering older people and people with impairments[11]. These barriers can be physical, for example lack of transport or access, or they can result from a lack of available or appropriate information. This can prevent older people from accessing services that they may benefit from.

Organisations should consider their accessibility to older people and identify and remove barriers which could prevent older people from accessing their services.

1. All services and community organisations or groups should be easy to access by older people regardless of any impairment. This may be facilitated through delivery at home when required, or in a location with good transport links if practical. Organisations should be flexible in their service delivery to enable as many older people to access them as possible.

2. Reliable transport should be available to enable older people to travel to services. Transport needs to be affordable, safe and easy to access to promote use by older people, enabling them to continue to travel and to help prevent social isolation.

3. There should be a single point of access for services, for example a phone number for a specific agency that could be contacted to obtain information on all available services in Leeds. This would enable older people to effectively access the services that would most benefit them. This would reduce the need for multiple phone calls on the behalf of the older person and increase awareness of the services that are available; streamlining the pathway for access.

4.11 Developing the Role of the Third Sector and Supporting Social Enterprise

As the financial climate remains unstable it is important to utilise all available resources. The third sector includes many different groups and organisations that provide a wide range of highly valued services as well as offering support, campaign running and providing paid and volunteer employment for individuals. The Neighbourhood Networks Schemes are good examples of effective third sector involvement in older people's care. These schemes were particularly effective in reducing social isolation, increasing choice and improving both health and wellbeing for older people.

Social enterprises are businesses that are directed by social objectives and reinvest their profit into delivering their social aims or the local community. They can benefit communities by presenting alternative methods of delivering high quality services which involve service-users. Social enterprise can greatly benefit older people by improving access to a more diverse range of social care services and also by giving older people themselves the opportunity to become involved in the design and running of services.

1. Third sector organisations should also incorporate the principles in this document into their own plans, as all the principle categories mentioned are relevant to their work as well.

2. All organisations should work together with the third sector to achieve the most effective outcomes. Through a joined-up approach, community needs can be identified and the most effective methods of addressing these needs can be developed and implemented. This links strongly with the partnership principles outlined previously.

3. The third sector is excellent at reaching certain groups of the community that may not respond to more mainstream agencies. They should be able to refer older people to other services that they feel are appropriate due to the coordination of older person's services in Leeds.

4. The third sector can also be a source of innovative ideas. Good practice sharing should occur through partnership between organisations, enabling these ideas to help in the design and delivery of other interventions or services. Similarly, statutory agencies should share good practice with members of the third sector, creating more consistent and cohesive services.

5. Social enterprise should be supported and encouraged within communities as it provides the opportunity to create new high quality, good value and flexible services; improving access to valuable social care services and improving quality of life for older people.

6. Older people should feel empowered and able to take an active role in social enterprise if they wish. There should be easy access to advice about social enterprise as well as support for older people who want to become involved in the set-up or running of one.

5. <u>Evaluation and Monitoring</u>

These principles have been written to be broad and therefore applicable to all organisations. This should enable all organisations to use and incorporate the principles when developing their action plans. The use of these principles should be evaluated and any resulting outcomes monitored.

1. All organisations that work with older people, or whose work affects older people, should evaluate the services that they offer to ensure that the principles outlined in this document are being adhered to and incorporated into their action plans.

2. These principles should be used by agencies to inform their own actions plans which will be monitored as usual by their routine performance management.

3. The principles will be 'owned' by the Health and Wellbeing Board. Use of these principles will be monitored and evaluated by the Health and Wellbeing Board and each agency should demonstrate inclusion of these principles in their work.

4. Measurable performance indicators should be used in evaluations to demonstrate achievement or progress.

<u>The Time of Our Lives Charter</u>

Ageing Well in Leeds

In Leeds we believe that all older people should have the opportunity to feel valued in their community and to live healthy, fulfilling lives with adequate access to, and choice and control over, any support that they may need.

By signing this charter we pledge to:

- Value older people and the knowledge, skills and experience that they can contribute to Leeds.

- Work to promote positive images of ageing and ensure that older people are always treated with dignity and respect.

- Empower older people to have control over their life and over any support that they may require; promoting independence and choice.

- Promote active citizenship by providing different opportunities for older people to become involved in their communities and contribute to society for as long as they wish, for example through working, intergenerational work, lifelong learning or volunteering.

- Address health inequalities in Leeds to ensure that the health needs of all older people are being met.

- Work to promote health and wellbeing among older people through appropriate housing, social inclusion and encouraging healthy lifestyle choices.

- Promote ways that older people can gain and retain friendships in Leeds and highlight the networks of support available in their local communities.

- Hear the voices of older people and work in partnership with them to develop accessible services which will meet their needs and address any disabling barriers they may face.

- Provide up-to-date, easy to understand and accessible information on the different services and options available for older people in Leeds; enabling older people to choose and access the support or services that would most benefit them.

- Focus on older people within their communities when considering their needs and wishes, rather than thinking of them solely within organisational boundaries.

7. <u>Recommendations</u>

Following development of these principles, the next steps that need to be taken for this document are as follows:

1. Awareness of these principles needs to be raised among all relevant organisations and engagement with key stakeholders needs to occur.

2. All organisations in Leeds that work with older people should sign up to the *Time of Our Lives Charter* to affirm their commitment to providing high standards of service for older people.

3. An action plan needs to be developed for the implementation of these principles into practice.

4. All organisations in Leeds whose work affects older people should use these principles and embed them into their action plans to ensure that they are meeting the standards of good practice required.

Acknowledgements

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Front Cover Photograph: Courtesy of the Leeds Positive Images of Older People collection, Public Health Resource Centre, Leeds.

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