



# Strategy for Ageing Well in Waverley 2015 - 2020

**Promoting Independence**

**Feeling Valued**

November 2015

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## Foreword

The publication of Waverley's Ageing Well Strategy comes at an exciting time when the demographics of our population both locally and nationally is changing. The older population in Waverley makes an enormous and positive contribution to our communities and this should be celebrated. The publication of our Ageing Well Strategy and Action Plan over the next five years enables us to shape our services and initiatives to respond to the changing needs of our residents.

Most people in Waverley enjoy a good quality of life with high employment. Waverley is a picturesque rural environment and is regularly voted one of the best places to live and topped the annual rural areas quality of life survey (Halifax Rural Areas Quality of Life Survey 2013). Residents in Waverley enjoy an excellent quality of life and have good reason to be happy and healthy.

Those residents in Waverley are living longer. Waverley has the largest older population in Surrey. There are now more people over state pension age in the UK than children and by 2050, a 65 year old man in Britain can expect to live to 91, compared to 76 in 1950.

Waverley has many opportunities and challenges ahead catering for an ever-increasing older population, by ensuring that the quality of support offered towards their wellbeing are maintained so they can remain independent and continue to feel valued members of our communities.

This is why we have developed our Ageing Well Strategy. Our Strategy is supported by a five year Action Plan which sets out the Council's key priorities and activities over five years and how it will work with partners to deliver the plan. Our Strategy lays the foundations for providing a better quality of life for older people through the provision of local activities and services that will be designed to meet their current and future needs, as well as harness the skills and experience they have to offer. A further aim of the Strategy is to align specific activities/services with key organisations to open up joint funding and commissioning opportunities to deliver services.

I am pleased to commend this Strategy and hope it will help the Council and its partners to build on the good work that is already taking place and deliver new activities to enable our older residents to remain **independent** and continue to feel **valued**.

Cllr Kevin Deanus  
Portfolio Holder for Older People

November 2015

## Background

We have introduced our Ageing Well Strategy to enable us to make Waverley the best possible place to live and age well. The Strategy offers a framework for the Council to continue its work with partners in health, at Surrey County Council and in the voluntary sector to enhance the wellbeing of our residents. We want to ensure older people have opportunities they want and we will work hard to support them to connect with their local communities and services to help them live happy healthy lives. It is our public statement of intentions setting out what we aim to do to positively influence the lives of our residents, to enable them to access activities and services to enable them to remain independent and feel valued.

The changing demographic has meant that improving the wellbeing of older adults is a priority for Waverley. Central to this is the desire to ensure our older residents stay healthier and independent for longer, so that they feel valued members of our communities. Older people make a huge contribution in Waverley in many ways: through our local economy, through volunteering to support our hundreds of dedicated voluntary organisations, through binding families together and through accessing the many leisure and cultural activities on offer in the borough.

Older residents in Waverley are living longer and enjoying fuller, healthier lives. Our Ageing Well Strategy enables them to continue to make a positive contribution to our communities as well as participate in activities and access services available to them.

To respond to the changing picture of Waverley's older residents and compliment the work of the Council's Health and Wellbeing Partnership, the five year Ageing Well Strategy has been developed. The Strategy takes a holistic view of the services currently available to older people and identifies key priorities which underpin the Council's approach to older people.

Central to our approach are obviously the residents that make up Waverley's older population. There is no "one size fits all" and what is apparent is the diversity of opinion: No two individuals are the same and services in the future may need to be broad and flexible to respond to the changing needs and strengths of our older residents.

The Strategy has been developed through close consultation with Waverley's older residents, organisations involved in supporting and delivering services for older people and Councillors.

## National Policy and How it Affects Waverley

The Local Government Association ran an Ageing Well programme from July 2010 to March 2012, which was designed to support councils to prepare for an ageing society. It was commissioned by the Department for Work and Pensions. Working in a variety of ways, it helped local authorities identify what needed to be prioritised and provided support mechanisms to help councils achieve that.

The Ageing Well programme was ambitious and was delivered against a very challenging backdrop, particularly given the capacity and resourcing pressures facing the local government sector. The work covered areas such as age equality, intergenerational projects, loneliness and isolation, engaging with older people, housing, creating dementia-friendly communities, health and wellbeing, volunteering, strategic measures and taking a whole place approach.

The programme provided an important catalyst to help Waverley to begin to look at how it would tackle the opportunities and challenges presented by an ageing population.

National policy direction affects what happens locally in Waverley: In recent years there have been major changes in the commissioning structures of the National Health Service, adult social care delivery is being transformed, the public health remit has transferred to councils and the creation of Health and Wellbeing Boards have all been important. These, coupled with budget cuts as a result of the government's Spending Reviews, have facilitated the need for Waverley to look more closely at how it can use innovative approaches to develop more cost effective services for older people. We are working more closely with our partners in health, the voluntary sector and at Surrey County Council to join up services, share resources and co-ordinate local services.

#### Ageing Well Programme at a glance:

- Older people in our society deserve every opportunity to age well, in communities that value their experience
- Local concerns need local solutions. Council's can take the lead in developing innovative ageing well approaches alongside their partner agencies.
- This is a challenging agenda. We are facing unprecedented reductions in public sector funding: at the same time there is an unprecedented increase in the numbers of older people.

LGA Ageing Well Programme  
[www.local.gov.uk/ageingw-well](http://www.local.gov.uk/ageingw-well)

## Current Characteristics of the Population

The population of the UK is growing and becoming increasingly older. Over the period from 1985 to 2010 the number of people aged 65 and over in the UK increased by 20% to 10.3 million. Surrey reflects this trend, with 18.05% of the country's population aged 65 and over in 2013 in comparison to England estimates of 17.43%. (Ref: *Projecting Older People Population Information (POPP)*)

For the first time in UK history, there are more people aged 65 and over than there are children under the age of 16. By 2050, a 65 year old man in Britain can expect to live to 91. In 1950, his life expectancy was 76. Because of advances in medical technology we can now expect to live longer. The ageing population also means we will have a growing proportion of residents with increasing health and social care costs and have conditions that require additional care needs.

Life expectancy at birth in Surrey is 80.8 years for men and 84.3 years for women, which is higher than England averages (78.6 and 82.6 respectively) (Ref: *Office for National Statistics, Life expectancy at birth and at age 65 for local areas in England and Wales, 2008-10.*)

The number of older people aged 65 and over in Surrey is projected to rise from 181,500 in 2013 to 233,200 in 2020.

It is estimated that the number of people aged 85 and over in Surrey will increase from 32,000 people in 2013 to 46,000 by 2020.

In 2014 18,500 people were estimated to have depression.

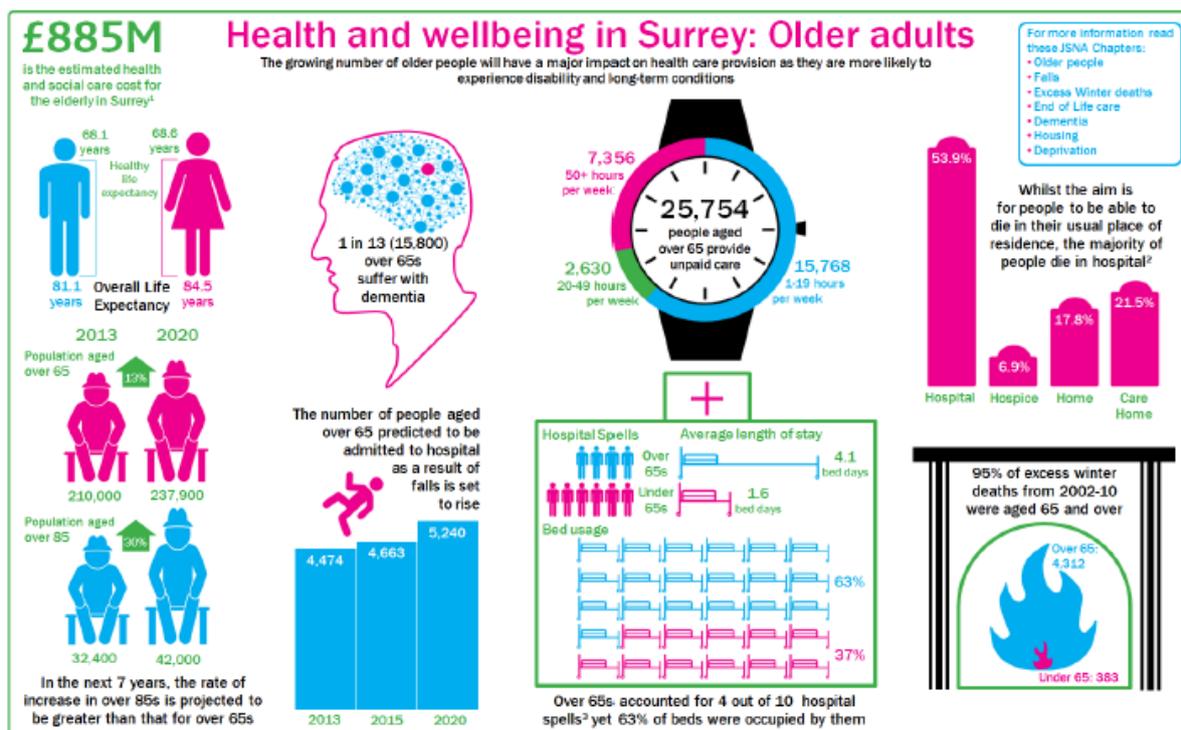
Dementia is a significant issue in Surrey. It is estimated that in 2012 there were 15,551 people in Surrey with dementia. Around 6,606 people over 65 have a diagnosis of dementia, but this is likely to be an under-estimate. The number of people with dementia is predicted to rise to 19,000 by 2020.

Around 75,000 people over 65 have a long term health condition, which is projected to rise to 90,000 in 2020.

An estimated 7,770 carers aged 65 and over are providing more than 20 hours of care every week.

Source: Joint Strategic Needs Assessment

The snapshot below gives a summary of some of the evidence behind why improving the health and wellbeing of older adults is a priority Surrey-wide. Through looking at the needs of older adults, this enables us to shape our services so that older people can remain independent for as long as possible and lead fuller lives for longer.



**Surrey-i** You can find all of the data used in this Snapshot in the Health and wellbeing in Surrey: Older adults data collection on [www.surrey.gov.uk](http://www.surrey.gov.uk)  
 Sources: 2011 Census, Office for National Statistics (ONS), Projecting Older People Population Information System (POPPI), Secondary Uses Service, Primary Care Mortality Database (PCMD), Public Health Mortality Files (PHMF)

<sup>1</sup> Figure is taken from the Public Health Annual Report 2012-2013: Hidden Disadvantages in Surrey, page 8  
<sup>2</sup> Figures shown are all people, all ages  
<sup>3</sup> A 'spell' relates to the whole hospital stay of a patient, from admission to discharge

This Snapshot is based on Surrey's Joint Health and Wellbeing Strategy

**Health and Wellbeing Surrey**

For many older people, ageing is a positive experience that brings new changes and opportunities such as the time to volunteer, take up new interests or social activities. For some, it can have negative consequences such as poor health, financial concerns, reduced mobility which can increase dependency and contribute to social isolation and increasing loneliness.

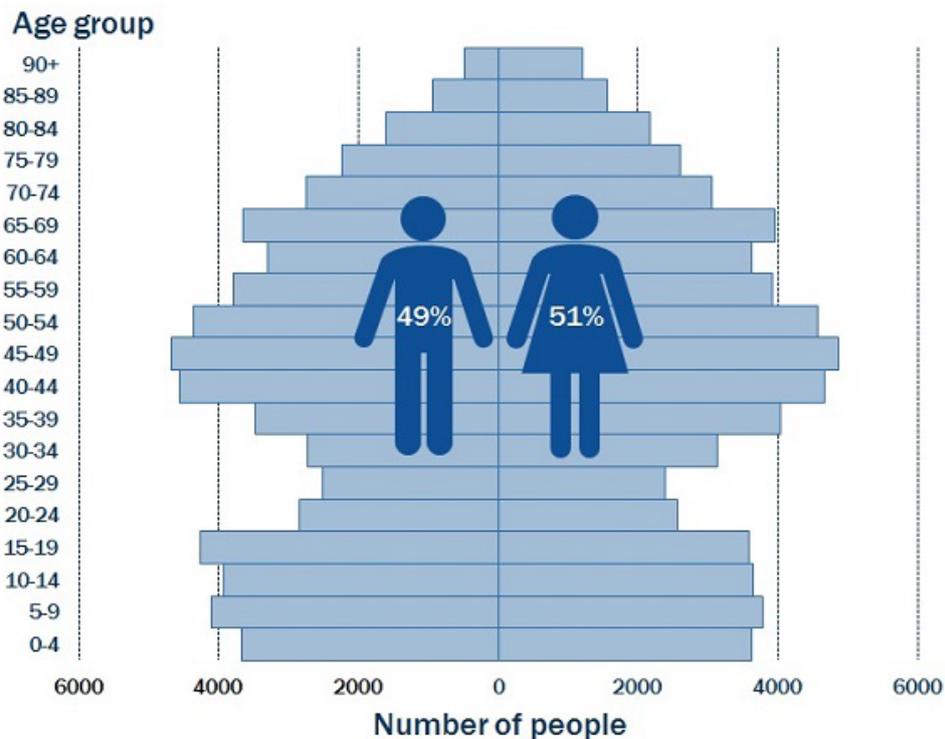
## How is Waverley Ageing Compared to the Rest of Surrey?

The publication of the 2011 Census information, highlighting the significant increase in Waverley’s ageing population has provided the Council with an excellent opportunity to develop and produce its own Ageing Well Strategy.

As mentioned above, the UK population is getting older and the population of Waverley is ageing with it. It is vital that Waverley is prepared for this shift in population age.

The 2011 Census shows us that the total population in Waverley is 121,572, of which 49% are men and 51% are women. Approximately 20% of people are older adults, aged 65 years and older, with 3.2% of people aged 85 years and over. 51% of Waverley’s economically inactive population is retired. 14% of households are occupied by people over 65 living on their own.

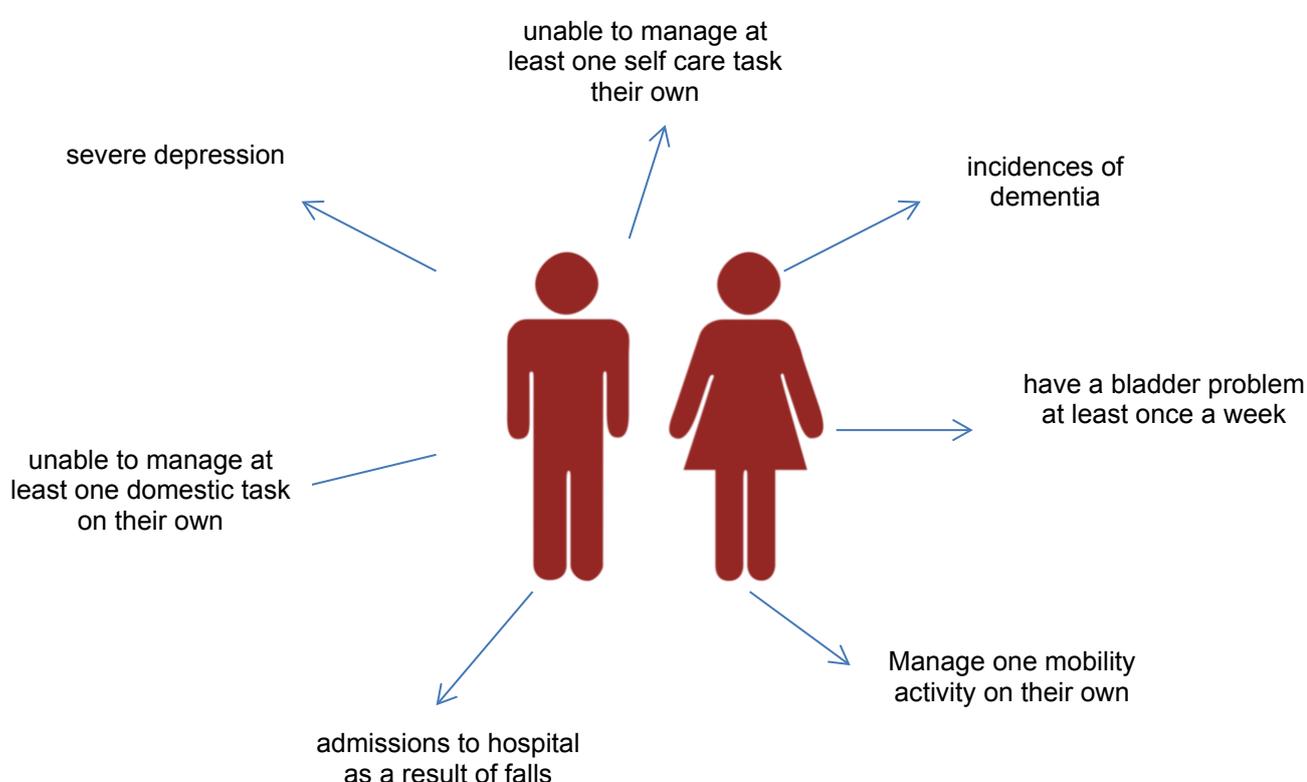
The chart below shows what the age profile of our population in Waverley.



Source: 2011 Census and latest population estimates 2015

Waverley has the largest older population in Surrey and an over 85 year old population that is set to grow almost 30% by 2020. The borough has the second highest number of residents over 65 years of age who have suffered a stroke. Older adults are more likely to provide unpaid care informally and face difficulties getting around the borough on transportation. Dementia also poses a significant challenge, with Waverley having the highest number of residents predicted to have dementia in Surrey.

Waverley scores very highly in a number of areas relating to the health of its older residents when compared to the whole of Surrey. The diagram below shows the areas where Waverley scores the highest predictions across Surrey. *Source: JSNA 2013*



There are a number of challenges associated in providing essential care roles in Waverley to support the care needs of older residents including the cost of living, the poor transport infrastructure and the relatively small working age population with the relevant skills.

Older people are especially vulnerable to loneliness and social isolation and it can impact upon their quality of life and wellbeing, adversely affecting health and increasing their use of health and social care services. Waverley has pockets of isolation, particularly in rural areas and several wards in Waverley have a high rate of one person households, namely (Surrey rank in brackets):

- Farnham Castle 40.93% (ranked 1<sup>st</sup>)
- Alfold, Cranleigh Rural and Ellens Green 38.79% (ranked 4<sup>th</sup>)
- Godalming, Farnham & Catteshall 35.44% (ranked 14<sup>th</sup>)

Depression is a key concern in Waverley as the Borough has the highest rate (13.5%) of depression amongst residents in Surrey and above the national average. Older people can feel more lonely and isolated in a rural borough like Waverley that has poor transport connectivity. As a primarily rural borough, Waverley has the lowest density of population in Surrey and the lowest Connectivity Index (*Source: Connectivity Index 2005, source Office for National Statistics.*), meaning it is more difficult for people to get out and about, particularly for older people who may be unable to drive. The Surrey Rural Strategy (published in May 2010) recognised that transport and accessibility are two of the most serious challenges facing rural communities like Waverley. (*Source: Connectivity Index 2005, source Office for National Statistics.*)

### Depression in over 65's

		2015	2025
Aged 65+	Depression	2,327	2,780
	Severe depression	721	825

The make up of Waverley's residents is changing before our eyes. In order to ensure that older people now, and in the future, enjoy fulfilling, healthy lives, free from illness and as a valued member of our community, we need to ensure that plans are in place to help our older residents to achieve this. Our Action Plan allows us to adopt new models of service delivery and work with partners to look towards more preventative service delivery agendas.

## What Does it Mean to Age Well and What Makes Waverley a Good Place to Grow Older?

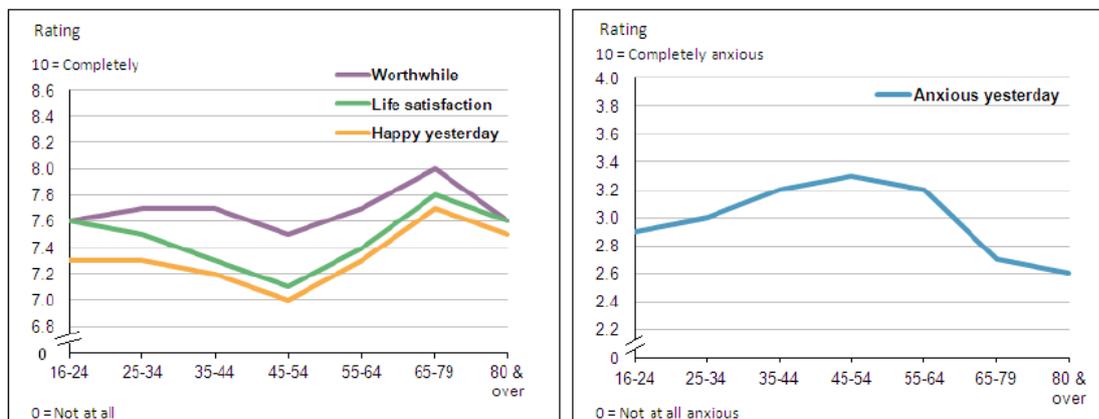
Waverley Borough Council is committed to supporting its residents to age well. Making Waverley a good place to grow old involves looking at what we already offer and improving on that. Older people in Waverley deserve every opportunity to age well, where we value their knowledge and experience. Our Action Plan is based on what older people, voluntary and faith organisations, Councillors and officers have said is important.

It's all too easy, when being alone, to start to feel that you are just a non-person  
The Virginia Monologues: Twenty Reasons Why Growing Old is Great

The population in the whole of Waverley is living longer and that's great news for us all. We need to be prepared for our ageing society and provide services that make Waverley a good place to grow older. In order to meet the changing needs of our residents as they age, it is important that they have access to services, support and activities to help them stay independent, healthy and active for as long as possible. Our older residents already have access to a wide range of services delivered by the Council including assisted housing, cultural activities, arts activities and leisure.

Ageing affects individuals in different ways: Advancing age is associated with physical and cognitive decline when people may need access to support and services. Social isolation and loneliness is also a significant issue for many older people, particularly in a rural borough like Waverley with limited public transport provision. Also, it can also be a positive period in people's lives when they have time to try new things, learn new skills, travel, spend time with family and make new friends. The list is endless!

Although ageing is associated with physical and cognitive decline, wellbeing is consistently found to be higher in later life than among young or middle aged adults. (Freidman (2012). Wellbeing, ageing and immunity. In Segerstrom (Ed.) *The Oxford Handbook of Psychoneuroimmunology*. Oxford University Press: New York.



Department of Health: subjective wellbeing by age group  
(Annual Population Survey 2012-2013. People aged 65-79)

We have recognised how our population is changing and identified how we can build on the opportunities for improving the wellbeing of our residents through our Action Plan.

## How Are the Needs of Older People Being Supported at a Strategic Level by the Council?

The Council established a Waverley Health and Wellbeing Partnership in 2013. It is chaired by a Waverley Executive Member and supported by the Director of Operations. Membership includes Waverley's two Clinical Commissioning Groups, Adult Social Care, Public Health, the Royal Surrey County Hospital, the Surrey and Borders Community Mental Health Trust and key representation from the voluntary and independent sectors.

The focus of the meetings is to ensure that the needs of Waverley's residents are fully recognised in the work of partner agencies, and to support a more joined up and integrated approach to service delivery that achieved better outcomes for Waverley residents.

Key work that has been progressed through the partnership has included:

- Proposals for the development of the Memorial Hall (for which significant financial contributions have been made from Partnership members)
- The development of the Ockford Ridge Regeneration initiative.
- Health and Wellbeing in Leisure Centres.
- The Personalisation, Prevention and Partnership Fund initiative.
- Local Health and Wellbeing infrastructure.
- Implementation of more integrated locality working across health and social care.

Waverley's work with the Partnership has already been recognised through a number of national and regional awards: Systems Leadership recognition by the National Leadership Centre in 2014, finalist in two separate categories in the 2015 national APSE awards, an award winner in the 2014 Surrey Living and Ageing Well Awards.

A similar Surrey-wide Health and Wellbeing Board was established to bring together NHS commissioners, public health, social care, local councillors, Surrey Police, borough and district council and public representatives to work together to improve the health and wellbeing of people in Surrey.

The Board does not have its own budget and does not directly commission services. It does, however, identify opportunities for collaboration and integration across organisations and is a place for challenge, discussion and the involvement of local residents.

The Board has a duty under the Health and Social Care Act 2012 to produce a Joint Strategic Needs Assessment looking at the current and future health and care needs of Surrey's residents and to produce a Health and Wellbeing Strategy. It also publishes a monthly update on what it has focused on.

People in Surrey living with dementia, their families and carers are supported through the Dementia Friendly Surrey initiative, which was launched in 2012. The Prime Minister, David Cameron launched a Dementia Challenge in 2012 to bring about radical improvements to the lives of people living with dementia, their families and carers. Three of Surrey's Clinical Commissioning Groups were successful in bidding for funding to develop dementia friendly communities in their area, including Waverley. This work continues through Dementia Friendly Champions, which Waverley Council has signed up to.

## How Did We Develop our Action Plan for Waverley?

Whilst the Waverley Council isn't directly responsible for supporting the health and care needs of its residents, its universal services play an important role. Our Services focus on enabling people to remain independent and feel valued and move away from models of support that create dependencies.

Our priority is to support older residents to have a good level of independence whenever possible. We help support older people to maintain an active role in the community, give advice and information and support them to remain independent. It is essential to respect the wishes of older people and to keep these in mind throughout the development of the Strategy. The Action Plan identifies what current and additional services and activities our older residents may need or may benefit from.

Equally important is the need to explore possible future partnerships with external agencies as a pooling of knowledge and resources will be mutually beneficial and will ensure that a wider number of issues concerning older adults can be addressed. This includes our partnerships with statutory bodies such as the Clinical Commissioning Groups and Surrey County Council. Voluntary organisations specialising in support for older people such as Age UK Surrey, the Alzheimer's Society and centres for older people, play a key role in supporting older adults and we are committed to maximising their contribution and working in partnership with them as part of our Action Plan.

Work on the Action Plan began with the ten pledges of the Surrey Ageing Well Commitment, developed through close consultation with residents and organisations throughout Surrey, including Waverley. These pledges are used to help shape response to the fact that people are living longer and healthier lives. They offer all Surrey agencies a set of shared guiding principles and values, which can help plan and deliver services in conjunction with local people. The pledges endorse the feedback Waverley Council regularly receives from its older residents and the organisations that support them.

### Surrey-Wide Ageing Well Pledges

1. I/we will ensure that people feel included as full and equal members of the community and are not socially isolated or excluded. That they have opportunities to be involved socially and economically and are able to play an active role in the community if they wish regardless of age, disability, race, religion or belief, sex, sexual orientation or caring responsibilities;
2. I/we will enable people to get out and about on transport easily;
3. I/we will ensure people know where to access clear advice and information that will help people to remain independent and in control of their lives as they age;



4. I/we will ensure people will have access to supportive technology that enables people to live independently in their own homes;
5. I/we will encourage people to be active, eat well and be informed about how to stay healthier both physically and mentally;
6. I/we will ensure people will have access to practical help and support available from competent, trustworthy and affordable agencies for activities such as housework, home maintenance, gardening and shopping;
7. I/we will ensure that people with additional or particular needs are supported flexibly and at critical times, for example those older people living with dementia and older people who need assistance after a period of illness and/or bereavement;



8. I/we will ensure that support is available to people that allows them to feel safe and secure at home and when out in the community;
9. I/we will ensure that people are as aware of relevant allowances such as the attendance allowance or grants to seek to ensure financial stability with as much control as possible over money;
10. I/we will ensure that carers will have access to timely and accessible support.

These ten pledges have since been refined as part of our work to develop Waverley's Action Plan, based on the initial consultation sessions that have been carried out with key partners that support residents in Waverley and individuals that live in Waverley.

A series of initial consultation sessions, based around the ten objectives, were carried out with key individuals and partners. These consultations included:

"I go to keep fit at the leisure .."

"I get out on my own even though I'm 91!"

- An electronic survey for the families and carers of older adults;
- A face to face survey with people attending day centres across the Borough and residents living at some of the Council's sheltered housing schemes;
- Two community consultation events held in Farnham and Cranleigh inviting individuals and voluntary sector organisations that deliver services for older adults;
- Discussions with officers from various service areas across the Council including Housing, Leisure, Planning and Communities;
- A workshop with Councillors.

"Transport is the most important thing"

"People who are in their homes all day must be at a loss as to what to do"

Each consultation was used to gain a better understanding of the lives of Waverley's older adult population, their current use of services and any further support that Waverley could offer as part of its Action Plan. It was essential to respect the wishes of older people and to keep these in mind throughout the development of the Action Plan.

Equally important was to explore possible future partnerships with external organisations as a pooling of knowledge and resources will be mutually beneficial and will ensure that a wider number of issues concerning older adults can be addressed.

We also looked at issues around the support for older adults identified through continuous dialogue that the Council has with key voluntary sector partner organisations, such as Citizens Advice Waverley, Waverley Hoppa Community Transport, centres for older people and Age UK Surrey. We also spoke to public sector partners including the Clinical Commissioning Groups, Public Health and Adult Social Care to align our Action Plan to some of the services that they deliver. We made reference to the work being done by the two Clinical Commissioning Groups in Waverley relating to the older population through the Better Care Fund, which focusses on those older people in greatest need.

As part of the Council's work to develop its capacity to demonstrate impact on health and wellbeing outcomes for older people, the Action Plan also includes the need to provide collectable data that is aligned to indicators from the Public Health Outcomes Framework. This will enable the Council to identify processes and outcomes that it already records, as well as new or different data. The data will support the Council to focus some of its work on areas of higher need as well as open up opportunities for further joint working with statutory partners. Some of examples of the indicators collected by Public Health that relate to the health wellbeing of our older residents, that are aligned with the Council's services include:

- Utilisation of green space for exercise/health reasons
- Social connectedness
- Older people's perception of community safety
- Falls and injuries in the over 65s
- Dementia and its impacts
- Take up of NHS Health Check programme – by those eligible

The key developments that will affect older adult service provision in the Borough including the Care Act, the Better Care Fund and Waverley's Local Plan were also considered when drawing up our Action Plan.

Following the results of the consultations it became clear that three key themes were emerging under which responses could be categories. These were:

Feeling Part of a Community  
Remaining Independent at Home  
Accessing Support and Information.

Based on the data collected, the ten pledges were refined and reorganised as three key overlapping but distinct themes emerged as priorities for older adults in Waverley. Specific activities for delivery over the next five years were identified under each of the three priorities using the information and data we gathered as part of the development of the Strategy.

**Priority 1: Community – feeling part of a community**

- Belonging to a community
- Getting out and about
- Feeling safe
- Staying active and healthy

**Priority 2 : Home – remaining independent at home**

- Housing
- Living independently/helping run a home
- Supportive technology

**Priorty 3 : Support – accessing information and support**

- Supporting people with additional needs
- Supporting carers
- Accessing information and advice



**Promoting Independence**

**Feeling Valued**

## Making it Happen

The Action Plan attached in section 2 summarises what the Council has agreed to deliver over the next five years. The activities are listed alongside the three Priorities identified through our consultations:

- Priority 1 - Feeling Part of a Community
- Priority 2 – Remaining Independent at Home
- Priority 3 – Accessing Support and Information

All of the activities within the Action Plan will contribute to the achievement to support older adults to age well, remain independent and feel valued. They build on the existing work of the Council and identify new activities to support the wellbeing needs of our residents as the demographics of the population change.

The Action Plan will be delivered from 2015-2020. The Action Plan identifies the higher level measures of success, although each action will result in more detailed outcomes. The Action Plan also recognises the essential role of our partners in delivering the outcomes and we will continue our vital dialogue to address and deliver the actions to support our community.

It is proposed that progress against each action will be reported annually to the Council.

## References

### **Clinical Commissioning Groups**

Health commissioners are known as Clinical Commissioning Groups (CCGs) that replace former Primary Care Trusts and are responsible for delivering NHS services in local areas. There are two CCGs in Waverley.

### **Better Care Fund**

The Better Care Fund nationally combines some existing budgets into one health and social care pot. The fund is not additional money; instead it brings together NHS and local government funding that are already committed to services. It will provide an opportunity to improve services and value for money, through a requirement to work closer together than ever before.

### **Joint Strategic Needs Assessment**

The Joint Strategic Needs Assessment (JSNA) is an assessment of the current and future health and social care needs of the local community. The JSNA informed the Joint Health and Wellbeing Strategy (JHWS). Local authorities and Clinical Commissioning Groups have equal and joint duties to prepare JSNAs and JHWSs through the health and wellbeing board established by the authority.

### **Health and Wellbeing Partnership**

Surrey has a Health and Wellbeing Board and Waverley Council established a Health and Wellbeing Partnership in 2013. Boards were set up according to the duties in the Government's Health and Social Care Act 2012 and are about bringing people together, influencing and identifying areas of work that can be done better together.

### **Dementia Friendly Surrey**

Funding has ceased. The work now continues through Dementia Friendly Champions, which Waverley Council is signed up to. This involves training staff to best support customers with memory problems or dementia, making the physical environment more dementia friendly, reviewing policies and raising awareness.