‘Nothing about us, without us’
Making sure we all have a better quality of life in later years

The North Tyneside
Older People’s Strategy 2011–16
‘Nothing about us, without us’
Making sure, we all have a better quality of life in later years
2011- 2016

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The Strategy Implementation Plan is available:
- from the NTSP website: WWW.NTSP-online.org.uk
- by email: anne.graney@northtyneside.gov.uk
- by calling 0191 6437002

Appendix A: How to get involved [included within the Implementation plan]
Front cover picture: With thanks to North Tyneside’s Killingworth Arts Club
1. Introduction

Welcome to North Tyneside Strategic Partnership’s Older People’s Strategy 2011 – 2016.

The Older People’s Strategy is an important part of the North Tyneside Strategic Partnership’s (NTSP) wider Sustainable Community Strategy, which aims to make North Tyneside a great place to live, work and enjoy by 2030\(^1\). Members of the NTSP recognise that to achieve this goal we must focus on the issues associated with ageing and later life.

The Older People’s Strategy will enable older people to play a fuller part in their community, to improve their quality of life and maintain independence in later age. Delivery of the strategy will improve joint working between organisations and increase community involvement so that older people age 60 (for employment opportunities we have lowered this to age 50) and over can enjoy emotional, social and physical wellbeing in all aspects of life. We will all strive to create conditions where:

- Older people are actively involved in the borough and respected for their contribution to community life.
- Our residents live in an accessible, sustainable and safe environment.
- Older people remain healthy and independent for as long as possible, with a good sense of wellbeing.
- Older people have economic and personal development opportunities.

The NTSP has established a range of themed partnerships which are each responsible for delivering priorities within its Sustainable Community Strategy. The Shadow Health and Wellbeing Board will implement this strategy. The Board will do this whilst responding to the wider NHS reforms.

The priorities and expected outcomes in this strategy are based on wide ranging consultation with residents and partners and an analysis of national and local data, which identifies demographic change. It also builds upon the successes of the previous strategy and partnership work. It brings together the aspects of activity in partners’ strategies and plans over the next five years to add value, avoid duplication and pool resources.

The Older People’s Strategy has been developed in a period that is bringing many difficult challenges, but also many opportunities and a recognition that everyone will need to take responsibility to build our communities and work very differently in the future to improve the quality of life of older people.

Some of the key issues, which will affect our plans and priorities for later life, are:

- The predicted growth in our population from 197,200 in 2009 to 231,300 in 2033. The population profile will change significantly with the 65-69 age groups, predicted to increase by 27% over the next five years.

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\(^1\) North Tyneside Strategic Partnership Sustainable Community Strategy 2010-13
The Government’s comprehensive spending review (2010) set a clear challenge for the public, voluntary and private sectors to work in partnership in very different ways.


Taking opportunities that the proposed Localism Bill will bring will give us more flexibility about how we work with and through older people to achieve our vision.

With this in mind, we intend to take full advantage of these challenges and opportunities, and work towards our shared vision:

“Older people participate as equal members of society, are respected and their continuing contribution to society is valued. Our borough is safe and people feel secure and take full advantage of the opportunities available that can widen their horizons.”

Signed: on behalf of the North Tyneside Strategic Partnership

Mrs Linda Arkley, Elected Mayor of North Tyneside/Chair of the North Tyneside Strategic Partnership

Alma Caldwell, Deputy Chair, North Tyneside Strategic Partnership/ Chief Executive Age UK North Tyneside

Cllr David Sarin, Older People’s Champion North Tyneside Council

What is North Tyneside Strategic Partnership (NTSP)?

NTSP brings together representatives from:
- North Tyneside Council
- Jobcentre Plus
- North Tyneside Primary Care Trust
- Northumbria Police
- The Private Sector
- Tyne & Wear Fire and Rescue Service
- Tyne Metropolitan College
- Voluntary and Community Sector

Partners work together to improve quality of life for people living and working in North Tyneside.

In producing this strategy, recognition is given to the work and involvement of older people of North Tyneside through consultation and engagement, in particular:

- Members of the North Tyneside Older Peoples Forum, who have been working with NTSP partners as part of the task group developing the strategy from its commencement.
2. **Our Approach**

Our approach is to empower older people to improve their quality of life. In particular, embrace a culture where everyone works together to create a better life experience from age 60yrs and beyond (age 50yrs for Priority 4). We also want to create an environment where older people play a significant role, in leading the changes in their community.

This strategy is a statement of intent to build upon the previous success of older people’s experience living in North Tyneside. The Implementation Plan provides the detail of how older people will be able to play a fuller part in all aspects of community life. It will combine actions and performance measures from partners’ strategies, plans and services showing how older people will be involved in shaping our borough.

### 2.1 Build on Success

In writing this document, we have built upon the success of the previous North Tyneside Older People’s Strategy 2007. Although we have achieved a great deal, there is still a lot of work to be done. The strategic priorities and implementation plan will be an extension and development of previous achievements and an attempt to find new ways to deliver more for less resource over the coming years.

Achievements to date include the following activities:

- Delivered two new extra care housing developments in North Shields and Killingworth (112 units) and secured the funding of £112.5m for the Council’s Quality Homes for Older People initiative to modernise local authority sheltered housing provision.

- Introduction of the Council’s 60 plus Ease Extra Card, which gives discounts at local retailers, easy access to libraries and leisure facilities and money off council services.

- The development of our local Joint Strategic Needs Assessment for North Tyneside.

- Intergenerational good practice including the Age UK North Tyneside ‘Life Link’ project and North Tyneside Council’s intergenerational project, which has seen 33 schools across the borough take part in valuable intergenerational activities.

- The Older People’s Partnership Board was established, to bring together older people and partners, to drive forward improvements in mainstream services across the borough.

### 2.2 Strengthen Involvement

This new strategy has at its core the importance of doing things with older people, not to them. Older people know what works and what does not when it comes to enjoying a good quality of life in later years.
We are empowering older people to shape their community, to embrace the responsibility of involving others. Of course, this cannot happen without the support of all partner organisations. So to make the ‘big’ changes in the way our borough works, our focus is “Nothing about us, without us” – making sure we all have a better quality of life in later years 2011-2016, which is the name of this strategy.

We started this process through extensive engagement and a stronger partnership of organisations, built up over the last three years. This will support and deliver our vision for the future.

In reaching this vision and throughout the delivery of the priorities set out in this strategy, the partnership will continue to deliver its commitments to equality and diversity, where North Tyneside is a place where no-one experiences discrimination or disadvantage. We explain in Appendix 1 how we have ensured that all groups have had the opportunity to be involved in developing this strategy.

We are also reviewing our partnership arrangements in light of the Government’s ‘Equity and Excellence - Liberating the NHS’ White Paper and the Health and Social Care Bill currently going through parliament. This will affect the governance of the current partnership boards and this strategy. When the review process is completed, we will have a robust framework to ensure the strategy is delivered.

2.1 Understanding our Community

Our key issues
In understanding our community, we identified the national prediction of rising populations, local demographics and advances made in the changing lives of people in their later years. Appendix 2 refers to this information. We also held a number of local events with older people and partners in 2009/10. The issues raised from this research have directly influenced the development of the Older People’s Strategy:

- Our borough’s population is set to increase from 197,200 in 2009 to 231,300 in 2033.
- The fastest growing group is the 65 - 69 age group, with an increase of 27% predicted over the next five years. This is a larger predicted increase than in the North East (23%) or England (22%).
- The over-85 population is predicted to increase by 13% over the next five years, slightly lower than the North East (16%) and England (14%) projections. This age group is projected to grow significantly faster over the next 20 years (70% increase) this is however well below the regional (94%) and England (92%) projected growths for this age group.²
- The growth in the number of older residents will create opportunities and challenges for our community:

² Planning 4 care
Employment
• Working age will extend to 66 years by 2020. We need to make the most of the experience and knowledge of older people, continue to encourage learning and create a diverse economic climate that all ages can thrive within. One potential issue is the poor health and life expectancy of our region, which may have a negative impact on older people in employment. There may be an increase in the number of pre-retirement people on long term sickness.

Housing
• Approximately 68% of homes in North Tyneside are owner occupied, 17% council housing, 6% housing association and 9% private rented. The cost of buying an average house in North Tyneside is 4.7 times the average income in the borough which makes many homes unaffordable for residents. One way this can be addressed is through better use of existing stock. For many older people living alone after their children have left the family home may become a problem in later life. We need to find ways to help older people to decide how they can maintain their property if they wish to stay in their home, or to move to new accommodation. At the same time we need to tackle:
  o Isolation of older people
  o Fuel poverty
  o Increasing need to advise on maintaining homes
  o Increasing need for adaptations in the home
  o Increasing need for housing support
  o Provide more choice to down-size from family homes

Participation
• Nationally, 65% of volunteers are aged 50 years or over and this age group could be a strong driver to share knowledge and experience to drive forward the Government’s Big Society initiative.

  • Only 20% of older people feel they are able to influence decisions, whilst 56% feel they are unable to influence decisions being made\(^3\). We need to increase the number of older people who feel they can influence the decisions being made in their local area.

Sustainable community
• Good access to local transport and amenities continues to be key to maintaining independence and addressing isolation\(^4\).

  • Since 2002, crime has reduced year on year and fear of crime is reducing. However, crime remains a priority improvement area, especially for older residents. Although 96%\(^5\) of older people say they feel safe during the day, only 50% of older people feel safe after dark. We need to develop sustainable and inclusive neighbourhoods; make sure our local environment and open spaces are clean, green and attractive, whilst recognising that good design is critical to creating an attractive sense of place.

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\(^2\) North Tyneside Resident’s Survey 2010
\(^3\) North Tyneside 2009 older people’s consultation events
\(^4\) NTC 2010 Residents’ Survey
Health and Social Care

- The rise in the 65–69 age group, with an increase of 27%, and the over-85 population increase by 13% over the next five years, means supporting people in later life will be a major challenge for health and social care services and carers.

- The support carers provide nationally may be worth around £22 billion a year\(^6\), more than double the current annual public expenditure on care services for older people. Many older people fund their own care needs in whole or part\(^7\).

- The number of older people with assessed (critical and substantial) social care needs is predicted to increase by almost 9%\(^8\) over the next four years. This will be a significant challenge in the future.

2.5 Older people in control

We have previously described the challenge of providing older people with real opportunities to influence the development and implementation of the Older People’s Strategy. We intend to widen this involvement to ensure that older people are fully involved in decisions made in the wider community.

Partners will also incorporate Equality Impact Assessments and ‘age-proofing assessments’ in their future planning processes. This will drive forward the cultural change that will meet the coalition government’s agenda for increased influence in decision-making and greater independence.

\(^6\) NTSP 2010/13 Sustainable Community Strategy
\(^7\) NTSP 2010/13 Sustainable Community Strategy
\(^8\) NTSP 2010/13 Sustainable Community Strategy
3. **Our Priorities**

In setting the following priorities, we have taken into account the messages and analysis outlined in Appendix 2. As previously mentioned we aim to provide an overview of how partners are improving services for older people, in this document. We also aim to identify, through the lifetime of this strategy, how we can work differently as partners to improve the quality of life of older people.

In doing this we have identified the following priorities and expected outcomes:

- **Priority 1:** Older people are actively involved in the borough and are respected for their contribution to community life
- **Priority 2:** Our residents live in sustainable, safe neighbourhoods and towns
- **Priority 3:** Older people remain healthy and independent for as long as possible, with a good sense of wellbeing
- **Priority 4:** Older people have economic and personal development opportunities

The Implementation Plan combines actions and performance measures from partners’ strategies, plans and services relating to older people. It will enable the Health and Wellbeing Board to monitor and review the performance of partners.

**Priority 1: Older people are actively involved in the borough and respected for their contribution to community life.**

Many older people have a great enthusiasm for life; they have gained many experiences that can help shape young minds for the better. Many have a zest for active citizenship and for passing on their knowledge. This partnership aims to harness this enthusiasm, to reflect how older people would like things done at a local level, through older people’s champions who will represent the interests of older people across partnerships and activities such as the popular ‘Age Takes Centre Stage’ project, exploring the ‘Big Society’ initiative and “Community Agents.”

- We intend to use such opportunities to; help older and younger people shape positive relationships across the generations, make sure older people can develop forums that enable them to make informed choices, maintain independence and control to support a good sense of wellbeing.

- Support will be needed to allow some older people to exercise their rights and realise their preferred choices. We will work in partnership to make sure this will be done with respect to preserving the dignity of those older people and their carers. We will help confront the stereotype of older people, making sure those who wish to play an active role in their communities can do so.
By 2016

We aim to achieve the following outcomes:

1. Older people have easy access to information and advocacy, with a central point of contact for services, ‘a golden telephone number’.

2. Older people have the opportunity to be fully involved in community life, especially alongside young people.

3. Older people are respected as individuals, diversity is embraced and are treated with dignity.

4. More older people are able to influence decision making and take part in the local service development process.

The Health and Wellbeing Board will oversee the strategy’s implementation plan for this priority. The plan is linked to NTSP plans and services, many of which are outlined below, to deliver the agreed outcomes:

- North Tyneside Engagement Strategy 2010 - 14
- North Tyneside’s Older People’s Forum
- Age UK’s North Tyneside’s ‘Making More of Life’ Action Plan 2011-13
- Voluntary Organisation Development Agency (VODA) Annual Plan
- Northumbria Police ‘Police and Community Together’ meetings
- North Tyneside Homes Tenants Forums
- North Tyneside Customer Care Plan 2010 – 14
- Intergenerational practice: making a difference in North Tyneside
- Joint Action Plan for the delivery of the National Dementia Strategy 2010-13
- Reveal the Past Shape the Future, Heritage Strategy 2010-14
Priority 2: Our residents live in sustainable, safe neighbourhoods and towns

It is a priority for our Sustainable Community Strategy 2010 – 13 that older people and the wider community live in a safe and sustainable borough, which contributes to people having a good quality of life.

The Older People’s Strategy will focus on developing communities that older people feel safe to live in with decent accommodation that is affordable, and suitable for older people’s needs. We will also focus on access to good transport links and living in a borough that is clean and age-friendly.

By 2016

We aim to achieve the following outcomes:

1. Older people feel safe in their community during the day and at night.
2. Our towns are thriving and our neighbourhoods, streets and parks are clean and age-friendly.
3. Older people have decent homes and a reduction in carbon emissions and fuel poverty has been achieved.
4. Older people are able to travel around the borough easily.

The plan is linked to NTSP plans and services, some of which are outlined below, to deliver the agreed outcomes:

- Safer North Tyneside Community Safety Strategy 2011 – 14
- North Tyneside’s Council Strategic Plan 2011 – 15
- North Tyneside’s Housing Strategy 2011-15
- Older People’s Housing, Care and Support Strategy for North Tyneside
- North Tyneside Council Parking Strategy 2007-11
- North Tyneside Road Safety Strategy - 2010 – 13
- Nexus Travel Business Plan
- Cycling Strategy 2010-14
Priority 3: Older people remain healthy and independent for as long as possible, with a good sense of wellbeing

Older people in the borough today are generally active; they enjoy the high quality sports, arts and heritage experiences that North Tyneside has to offer. Our voluntary and community activities provide great opportunities to socialise and be involved in making decisions about our community. We intend to build on these opportunities, alongside national initiatives, such as the Change4Life to promote this healthy lifestyle and a good sense of wellbeing.

However, we also need to tackle the borough’s underlying health inequalities. We are addressing this in various ways; through the delivery of the priorities outlined in the Joint Strategic Needs Assessment (JSNA), development of new GP consortia and implementing the preventative health measures outlined in the Healthy Lives, Healthy People White Paper 2010.

We believe that safeguarding vulnerable adults is ‘everyone’s business’ which reinforces the high level of commitment to safeguarding adults who may fall victim to abuse or neglect. The North Tyneside Safeguarding Adults Board ensures all partners are working together to safeguard vulnerable adults.

We recognise that people in later life maintain a better sense of wellbeing if they are independent and have a good social network. Our aim is to encourage preventative activities, support reablement and ensure older people are treated with dignity and respect in all areas of care.

This will provide opportunities for older people to maintain their health and a good sense of wellbeing. Whilst doing this we will support those people who require health and social care when needed, especially at the end of life, through the delivery of the North of Tyne Strategic Plan.

Partners have developed the JSNA for North Tyneside, which is a key source of information to aid partnership planning and delivery.

The JSNA has a number of priorities, but with regard to older people specifically, the partners are to prioritise the following:

- Providing timely advice and information for all members of the community as part of a preventative approach.
- Preventative programmes which seek to reduce illness and disability, targeting major causes of the life expectancy gap.
- The coordination of health and social care services for people with long term conditions.
- More affordable housing to meet diverse needs in the community.
- Putting safeguarding at the core of quality service delivery.
- Increasing choice and control across health and social care services by personalising adult social care services and introducing personal budgets.
By 2016

We aim to achieve the following outcomes:

1. The health, wellbeing and social care inequalities have been reduced.

2. Older people and their carers have access to good quality health care, social services, safeguarding and preventive services, which are helping to maintain a good quality of life.

3. Older people are more independent and healthier (physically, mentally and socially) through access to high quality leisure, cultural and community experiences in the borough.

4. Our community networks are strong and engage older people in activities, that bring a sense of wellbeing to older people and the local community self directed care and support has increased.

The plan is linked to NTSP plans and services, some of which are outlined below, to deliver the agreed outcomes:

- North of Tyne Strategic Plan 2011/12
- Joint Strategic Needs Assessment
- Older People’s Commissioning Strategy 2010-2013
- North Tyneside Joint Action Plan for the delivery of the National Dementia Strategy 2009 -2014
- Great Art for Everyone 2012
- Reveal the Past Shape the Future Strategy 2010-14
- Age UK North Tyneside’s ‘Making More of Life’ Strategy 2011-14
Priority 4: Older people have economic and personal development opportunities

The North Tyneside Strategic Partnership recognises the talent, experience, knowledge and economic spending power that older people bring to the workforce and community. We will work with older people and partners to promote opportunities for lifelong economic inclusion and personal development, for the enrichment and diversity of our community.

As people live and work longer, we aim to promote equal employment opportunity, in line with equalities legislation. This will preserve the wealth of knowledge and experience in our community and strengthen older people’s position in work, skills and learning.

The Older People’s Strategy is linked to the North Tyneside Employment and Learning Partnership’s plans for employability, learning and skills and to the North Tyneside Financial Inclusion Strategy. This will bring together the activity that will support anti-poverty initiatives for older people.

By 2016

We aim to achieve the following outcomes:

1. Older people are supported to work in paid employment up to and beyond retirement age if they wish to do so.

2. Older people have equal access and improved take up of:
   a. financial benefits, information and advice
   b. training and learning opportunities

3. More older people access learning opportunities that will benefit them and our community, with specific focus on developing good intergenerational relationships.

The plan is linked to NTSP plans and services, some of which are outlined below, to deliver the agreed outcomes:

- Financial Inclusion Strategy 2012
- Tyne Metropolitan College Strategic Plan “From Mission to Action 2009/12” and full-time and part-time prospectus
- North Tyneside Adult Learning Plan
- North Tyneside Strategic Plan 2011-15
- Age UK North Tyneside’s ‘Making More of Life’ Strategy 2011-14
4. Delivering the strategy and knowing how we have made a difference

In delivering this strategy, we will use a variety of approaches. Over the years, older people have seen constant change and challenge. We will use their knowledge and experience to tackle some of the challenges we face today. Take the opportunities offered through Government policy, such as the Localism Bill, the Big Society initiative and work with older people to make our borough a thriving community.

To deliver the strategy the NTSP will use a variety of mechanisms; such as the partnership’s network and link-age plus\(^9\) to develop high-level strategic activity. As well as working with individuals, community groups and organisations to make sure we all make a difference to older people’s life experiences.

The Implementation Plan will be reviewed annually to make sure the activity taken forward is relevant to the strategy’s aim. We will achieve this through:

The Shadow Health and Wellbeing Board maintaining a strategic overview.

That performance management arrangements for the actions in the implementation plan remain the responsibility of each partner. This will enable the Board to maintain a strategic overview.

Involvement of interested groups

The Shadow Health and Wellbeing Board will establish an Older People’s Champions Group, which will carry out some of the functions that Older People’s Partnership Board was responsible for. Representatives could include:

- Older people living in North Tyneside
- Older people’s interest groups
- Older people’s champions
- North Tyneside Residents Panel
- Representative from the Shadow Health and Wellbeing Board

A wider group of older people will be involved through a communications plan.

The process

1. The implementation plan will be reviewed by the Champion’s group and relevant partners after the first 6 months.

2. The outcome of the review will be reported back to the Shadow Health and Wellbeing Board.

3. At the 12 month stage, a wider workshop/consultation approach will be coordinated by older people’s interest groups [supported by partners], giving older residents and networks the opportunities to communicate progress; and identify further challenges.

\(^9\) LINk-Age plus is a toolkit that organisations to check they are taking a holistic view of Older people’s needs when developing plans and services.
4. The information received will feed into a full annual review of the implementation plan to make sure we continue to work towards the priorities of the strategy.

**How will we know we have made a difference?**

The following high-level measures will enable us to track our progress towards our overarching vision:

- The number of older people age 65 and over who feel they can influence decisions made in their community (currently 20% of older people aged 65 and over feel they can influence decisions in their community).\(^{10}\)

- The number of older people who feel safe going out after dark (50% of older people feel safe going out after dark).\(^{11}\)

- The number of people who are satisfied with services to support older people to live in their own homes (31% of older people are satisfied with services to help them stay in their home).\(^{12}\)

- Reducing health inequalities – All age mortality for men. Actual 708 Target 713 All age mortality for women. Actual 505 Target 516.

- More older people living in north Tyneside will have maximum choice and control in meeting their economic needs
  - employment rates for those aged 50 and over
  - access to benefits information will be improved for those aged 50 and over

5. **How to get involved**

During the next five years, the NTSP will be working with individuals, voluntary and community groups, and the private sector and across the public sector to develop a community approach to support a new culture where everyone gets involved to find the best way forward for their neighbourhoods and towns. This will bring many opportunities for older people to drive forward how we shape our neighbourhoods and develop different services.

You can contact any of the partners signed up to the delivery of this strategy. To find ways of improving the life experience of older age see appendix 1 in the Implementation Plan.

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\(^{10}\) 20% of older people feel they can influence decisions in their community - North Tyneside Residents Survey 2010 evidenced by a year on year increase (5%)

\(^{11}\) In 2010 50% of older people feel safe going out after dark

\(^{12}\) In 2010 31% of older people were satisfied with services to support older people to live in their own homes
APPENDICES
Appendix 1
Older people’s consultation events

During development of this strategy the following engagement approaches and events enabled residents and partners to contribute to the development of the vision, priorities and outcomes outlined in this strategy. An equality impact assessment was prepared and during the consultation we took steps to ensure that all minority groups had the opportunity to contribute. The following is a list of those who were involved in the development of this strategy.

- Older People’s Stakeholder Event Quadrant
- Whitley Bay Centre Group – Avenue Friendship Group
- Cedar Grove Day Centre, Wallsend
- Whitley Bay Islamic Cultural Centre
- Peary House, North Shields – Visually Impaired Group
- Hatfield House, North Shields. Sheltered Accommodation (two Castles)
- Feetham Court, NT Sheltered Accommodation Forest Hall
- Eldon Court Sheltered Accommodation, Willington Quay (North Tyneside)
- Sedgefield Court (Anchor) Killingworth
- OPEN Launch
- Older People’s Stakeholder Event
- Older People’s Forum
- Service Partners Workshop Quadrant
- Jobcentre Plus
- Five Council Area Forums
- Articles in local press, council and voluntary sector magazines
- Council, Health and Voluntary sector event
- Websites, linked to an online questionnaire [hardcopies of the questionnaire provided at all events]
- Councillors Briefings
- NTC Overview and Scrutiny Committee
- All Partnership Boards; Health, Safer Communities, Green North Tyneside, Older People’s Partnership Board and Children and Young People’s Board
- Community and Voluntary Sector Event which included all sectors of the community
- Older People’s Engagement Network Events OPEN borough-wide event
- NT Coalition of Disabled People
- Area based and sheltered housing events including:
  - The Golden Years Friendship Group:
  - Bawtry Court
  - Bede Court
  - Linkskill Park Extra Care
  - Rowans Croft Extra Care
  - Green Wood Killingworth
  - Chirton Lodge
  - Granville Lodge
  - IONA Court
Appendix 2

Background research
To understand our community and their needs, we looked at the national advances made in changing the lives of people in their later years. It is important that we take these opportunities, build upon them locally, and shape them to the needs of our community, for example:

- ‘Opportunity Age’ [2005] and ‘Building a Society for All Ages’ [2009] includes themes on social inclusion, independence and control and improved quality of life. These themes continue to have importance in North Tyneside’s strategy.

- The government’s Big Society initiative shows how we can develop our own local opportunities to build on older people’s experience and knowledge, with examples such as:
  - ‘Heads Together’ who have set up community radio in Kirklees. Programmes are made and presented by volunteers and are truly intergenerational with 72 year-olds regularly working alongside 13 year-olds.
  - Philosophy for Children is an award winning intergenerational project where young and old exchange views and understanding of topical issues.

- The 2010 Health White Paper ‘Equality and Excellence’ and Healthy Lives Healthy People Strategy White Paper outlines a root and branch reform of health and public services. Subsequent guidance and legislation will set the direction for prevention strategies and residents having more choice and control, with direct payments and the personalisation of services.

- The Health and Social Care Bill, introduced in Parliament in January 2011, sets out the duties and responsibilities for local authorities, GP consortia, and the NHS Commissioning Board, as they relate to Health and Wellbeing Boards.

- Subject to parliamentary approval, Health and Wellbeing Boards will be established from 2013, running in shadow form from 2012. 2011/12 will be a transitional year.

- The Spending Review (October 2010) set out some clear challenges for all sectors. Working very differently to find solutions to; long-term care, putting public decision-making and budgets in the hands of local people and doing more with less resources.

- Published in 2007, ‘Putting People First’ was the Governments vision for a personalised system of adult care services. More recently ‘Think Local, Act Personal’, a sector wide statement of intent, links this work with the Government’s new vision for Adult Social Care ‘Capable Communities and Active It’ describes a power shift from the state to the citizen, by committing to:
  - Extend the rollout of personal budgets
  - Increase preventive action in local communities
  - Keeping people independent and helping to build the Big Society
  - Break down barriers between health and social care funding
  - Encouraging care and support to be delivered in a partnership between individuals, communities, the voluntary sector, the NHS and councils - including wider support services, such as housing
• We intend to encourage partners to use evidence-based practice from Link Age Plus to build a programme to find innovative ways to break down barriers and to join up services.

• Following the launch of the National Dementia Strategy in February 2009\(^\text{13}\) North Tyneside was one of the 40 sites selected to pilot the role of Dementia Advisor. Their role is to provide a clear pathway for improving the support provided to people with Dementia, their families and carers by providing an advice, information and signposting service. The Dementia Advisers are employed by North Tyneside Alzheimer’s Society.

Our Joint Service Needs Assessment states that North Tyneside is an area where inequalities and health challenges are comparatively high, against national averages. Our growing older population will require new approaches to social care and we need to focus on prevention; early intervention and re-enablement; personalisation; and information, advice and advocacy to those people who are at risk of the major killers such as heart and cardiovascular disease.

All of this must be seen in the context of what local older residents see as their needs for a better quality of life. Our community participation was influenced by the World Health Organisation’s (WHO) guidance on Global Age-friendly Cities. Participation events using WHO guidance in 2009 and 2010 identified the following key messages:

Older residents want to:
- Feel safe and secure both inside and out of the home
- Have reliable local transport and amenities
- Be treated with consideration and respect
- Have more opportunities for older and younger people to work and learn together
- Remain independent
- Have access to a great quality of customer service, with people who listen and who provide clear information, at appropriate times, to enable informed choices
- Have access to life-long learning
- Live in a cleaner, greener borough

In summary, if we are to meet the challenges described we will have to:
- Enable older people in the community to have a stronger voice in local decision making and gain more control over local developing services.
- Find new ways to meet the expectations of older people in a challenging economic climate.
- Enable more older people to adopt a healthy lifestyle and work together to tackle the health and social care approaches to later life support.
- Work with older people to make our community spaces safe, welcoming and environmentally friendly for older people.
- Shape our partnerships, plans and services, in a new way to meet the needs of an older population and the ageing transitions they go through.

\(^{13}\) DH Living well with Dementia: A National Dementia Strategy
The influence of demographic change on our plans

Changing Age
The most recent population estimate by the Office of National Statistics for North Tyneside\(^\text{14}\) is that in mid 2009 the population was 197,200, with an estimated 17\% (34,400) aged 65 and older.

During the period 2011 to 2016 the total population for North Tyneside\(^\text{15}\) is projected to grow by approximately 3.7\% from 199,800 to 207,200. The fastest growing quinary age groups in this period are people aged 90+ and 65 -69, with people aged 30-34 forecast to have the next largest growth. In the same period the number of people aged 85 and over is projected to increase by 14.6\%, lower than the North East (17.2\%) and England (16.1\%).

As those people currently aged 40 – 54 grow older it will cause a rapid surge in the older age groups, which can be seen in the following longer term population change graph.

North Tyneside is split into four localities for service provision; the South East (around North Shields and Tynemouth) area has the highest number of older people.


Culture and Ethnicity
According to the 2001 Census\textsuperscript{16} 98.1\% of the residents (187,971 out of 191,659) stated that their Ethnic Group was white, which includes the ‘White British’, ‘White Irish’ and ‘White Other’ categories. This is higher than the North East with 97.6\% (2,455,416 out of 2,515,442) and England with 90.9\% (44,679,361 out of 49,138,831).

The Black and Minority Ethnic, which includes Chinese, Indian or Bangladeshi, Black African and white Irish and white other (BME) population in North Tyneside is growing and according to recently published experimental data by the Office for National Statistics\textsuperscript{17} it is likely that by mid 2007 the number of people whose Ethnic Group would be classified as ‘white’ would have dropped to 96.1\% (188,300 out of 196,000).

Culture and ethnicity can correlate with health; hence account will need to be taken of the growth of the BME population.

Life Expectancy and Health Needs
Life expectancy\textsuperscript{18}, published as a three year rolling average, for females at birth is 81 years compared to the national average of 82 years. For males, the life expectancy at birth is 76.8 years compared to the national average of 77.9 years.

However, according to some Office of National Statistics experimental statistics\textsuperscript{19} life expectancy is not consistent across the borough. People born in areas such as St. Mary’s, Cullercoats and Monkseaton have the greatest life expectancy of 82.2, 80.7 and 80.3 years whilst people born in areas such as North Shields, Whitley Bay and Riverside have the lowest life expectancy of 74.7, 74.7 and 73.0 years respectively. The lowest life expectancy of 70.1 year is males born in the Riverside.

This issue remains a joint priority between health and social care who have a joint Local Area Agreement to reduce life inequality by 10\% by 2010. Progress has been made towards achieving this target. Early detection of illness can often enable conditions to be controlled so potentially more expensive treatment and care, including hospital admissions may be avoided. Improving health outcomes will be focused on the most disadvantaged communities or where there may be cultural issues, as people often leave it too late before contacting health services for a diagnosis.

Social Care Needs
The number of older people thought to have social care needs is predicted to increase by 9\% over the next five years, however in the longer term it is predicted that there may be an increase of up to 46\% over the next 20 years. The over-85 group is the most likely to require social care, so an increase in the size of this age group is likely to have a large impact on the demand for social care services.

\textsuperscript{16} Source: Office for National Statistics, 2001 Census Ethnic Group (UV09) published 18 November 2004
\textsuperscript{17} Source: Office for National Statistics, Estimated resident population by ethnic group, age and sex, mid-2007 (experimental statistics) published on 5 February 2010
\textsuperscript{18} Source: Office for National Statistics, Life expectancy at birth and at age 65 and rank order of local areas in the United Kingdom, 2007-09
\textsuperscript{19} Source: Office for National Statistics, Life expectancy at birth for all persons, by ward in England and Wales, 1999 to 2003 (experimental statistics), published in 2006
Carers
Statistics show that we have a significant number of older carers in North Tyneside providing unpaid care, which is expected to rise from 3,745 to 5,366 by 2030. However, these figures do not highlight the large numbers of informal carers and those who just see caring as part of their family life so don't register as a carer. Many older carers are providing support whilst dealing with their own health problems. 857 older carers 65+ consider themselves to be in poor health. Providing support for carers was identified as a priority for our 2010 Joint Strategic Needs Assessment.

Older People’s Mental Health
Many older people are living with depression brought on by loneliness and isolation. It is estimated that in North Tyneside 13,073 people over 65 live alone and 3,005 people over 65 are predicted to be suffering from depression. It is estimated that 5.1% of men and 11.1% of women aged 85 and over were diagnosed with depression. It is estimated that 2,510 people in North Tyneside have dementia. There is an expected increase of 8% in this figure over the next five years, however over the next 20 years this figure is expected to rise by 55% to 3,890.

The biggest increase will be in those over the age of 85. It is anticipated that this will place an increase demand on health and social care systems.

Productive Ageing - Jobs and Learning Needs
According to ONS labour market profile, in December 2010 almost 17.1% of Job Seeker Allowance claimants were aged 50 and over (higher than North East 15.1% and UK 15.5%). And for May 2010, it notes that 7.6% of the resident population aged 16-64 were claiming ESA and incapacity benefits compared to 8.9% for the North East and 6.7% for Great Britain. It also notes that 14.8% of North Tyneside residents aged 16-64 had no qualifications, which is the same as the rate for the North East.

These facts point to the need for further help for jobseekers aged 50 and over; they need information and support to make decisions about work, training and retirement. The statistics also suggests the need for further work with employers, providing them with information about the business benefits of retaining and recruiting older workers.

Living Status
20% of men aged 65-74, and 34% of men aged 75 and over, live alone. 30% of women aged 65-74 and 61% of women aged 75 and over, live alone. This has implications not only for tackling isolation but also for the housing needs of older people and the community.

In addition it is estimated that there are currently 8,116 people aged 65 and over with a limiting long-term illness, living alone. This predicted to increase to 8,807 by 2015.

Housing Needs
The 2001 Census provides an indication of tenure for older people. The following table shows the tenure where the person with the highest income (Household Reference Person or HRP) was of pensionable age (males aged 65 / females 60 and over).

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20 Source: NOMIS, Labour Market Profile North Tyneside
21 Source: Office for National Statistics, Tenure - Pensioners (UV45) , published 18 November 2004
Tenure where HRP was of pensionable age | Count  | Percentage |
---------------------------------------------|---------|------------|
Owner Occupied and Private Rented           | 17,488  | 66.7%      |
LA                                           | 7,009   | 26.6%      |
Other social rented                          | 1,857   | 7.0%       |

More recent figures for the general populations from the Department for Communities and Local Government\(^{22}\) show that there were 91,815 dwellings in North Tyneside (plus potentially any dwellings owned by the local authority elsewhere) in 2009. The vast majority of dwellings were owner occupied or privately rented as shown in the following table.

| Tenure                              | Count  | Percentage |
-------------------------------------|---------|------------|
Owner Occupied and Private Rented    | 70,983  | 77.3%      |
LA                                   | 15,686  | 17.1%      |
Reg. Social Landlord                 | 5,142   | 5.6%       |
Other Public Sector                  | 4       | 0.0%       |

If the general circumstances for older people remained unchanged since 2001, it appears that a greater proportion live in LA property than the wider population.

During Q3 2010, according to the Dept. Community and Local Government\(^{23}\), the median house price in North Tyneside was £146,000. This is 6.1 times the median earnings for a full-time employee according to the 2010 Annual Survey of Hours and Earnings\(^{24}\). Based on 2009 figures, Shelter\(^{25}\) calculate that the annual income needed to buy the average home in North Tyneside is £38,579.

There is an estimated shortfall of 351 affordable home per year, which should be addressed through making better use of existing stock (for example tackling under-occupation of council homes and bringing private sector empty homes back into use) and through building new affordable homes.

Despite having a larger proportion (44%) of residents belonging to higher occupation groups (for example managers, senior officials, professional and technical occupations), North Tyneside has a lower number of detached or executive homes compared to other areas.

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\(^{22}\) Source: Office for National Statistics, Dwelling Stock by Tenure and Condition, 2009 published on 29 July 2010

\(^{23}\) Source: Dept Communities and Local Government, Live table 582 Housing market: median house prices based on Land Registry data, by district, from 1996 (quarterly)1-5

\(^{24}\) Source: Office for National Statistics, 2010 Annual Survey of Hours and Earnings Table 8.7a: Annual pay: Gross

Appendix 3
References and Glossary


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