**1.3.1 Statement of Service & Service Strategy**

**Age UK Calderdale and Kirklees**

**Information & Advice Service**

**Aim of AUK Calderdale and Kirklees**

The aim of AUK Calderdale and Kirklees (AUKC&K) is to improve the lives of older people over the age of 50. Age UKC&K raises awareness of its work with people over the age of 50 throughout the area*,* with a view to engaging them in its activities both as supporters of, and participants in, the provision of its services and the development of its resources. It provides support for the most vulnerable older members of the community, taking into account the changing nature of the population. It addresses the diverse aspirations, expectations and needs of older people and campaigns on their behalf. It works to influence policy makers in the region on such issues.

**Background**

Age UK Calderdale & Kirklees was formed on the 15th September 2014 when Age UK Calderdale and Age UK Kirklees joined, it is a registered charity and a company limited by guarantee. AUKC&K is a stand-alone charity and partner of Age UK. AUKC&K employs approximately 78 staff and is assisted by some 150 volunteers. The organisation is managed on a day-to-day basis by its Chief Executive who reports to a Board of Trustees which sets the policy and direction of the organisation in consultation with the local community.

Calderdale and Kirklees are two local authority areas and they cover a large geographical area of West Yorkshire including very urban and rural areas.

Calderdale is a metropolitan district within the metropolitan county of West Yorkshire. It is located to the west of Leeds and Bradford, and to the northeast of Greater Manchester. The district is one of the smallest in England by population, but one of the largest by area. Over three quarters of the population live in urban areas.

In June 2021 ONS published its 2020 mid-year population estimates. According to ONS there are 211,400 people in Calderdale (ONS 2020 Mid-year population estimates). This is an increase of approximately 7,500 people since the 2011 Census.

The largest ethnic group in Calderdale is White British (86.7%), as recorded in the national Census 2011. The second largest ethnic group is Asian/Asian British (8.3%) of which the majority (6.8%) are Pakistani.

In December 2020 24.0% (30,700) of Calderdale residents aged 16 to 64 had an Equality Act core or work-limiting disability. This compares with 21.3% in England. (Annual Population Survey, c/o NOMIS, accessed 29 June 2021).

There were large increases in the proportion and the numbers of residents aged 45 to 54 and 55 to 64.  This may have implications for the residents aged 65 and over within the next ten years.

The group aged 65 to 74 has already seen a 28% increase since 2011.  This compares with a 4% increase for the total population.

The population aged 85 and over has increased steadily by 9% from 4294 in 2011 to over 4,773 in 2020.

Kirklees is a metropolitan borough council within West Yorkshire. It is located to the South of Bradford and Leeds and North. Within Kirklees, the extent of the relative deprivation varies greatly across the district, with some wards having a high concentration of some of the most deprived areas in the country and others predominantly made up of some of the least deprived areas.

The largest ethnic group in Kirklees is White British (76.7%). The second and third largest ethnic groups are Asian/Asian British Pakistani (9.9%) and Asian/Asian British Indian (4.9%).

48,702 adults aged 16 to 74 have a limiting long-term illness in Kirklees. Of these, 11,242 (23%) are in employment, 1,373 (2.8%) unemployed, 14,946 (30.7%) permanently sick, 14,410 (29.6%) retired, 1,257 (2.6%) students and 5,474 (11.2%) otherwise economically inactive.

The number of people aged 65 and over in Kirklees is expected to increase by around 13,700 (18%) between 2019 and 2029. The number of men aged 65 and over is expected to increase at a faster rate than women with 19% more men in 2028 compared to 16% more women. The overall population increase over the period is expected to be around 11,700 (3%), with most age groups, apart from 0-15 and 25-44 experiencing some growth. Over the period 2016-2018 women in Kirklees who were aged 65 could expect to live to the age of 85.6, while men could expect to live to the age of 83.2.

**Information & Advice Service’s current service**

AUK Calderdale & Kirklees provides free confidential, impartial and independent advice to those over State Pension age and advice on related matters to their carers. Direct referrals are also taken for the Macmillan Welfare Benefits service which is part of the Information and Advice service.

Of around 3853 enquiry codes entered per annum for the Information & Advice service around 81% concern welfare benefits.

We give Information and Advice mainly over the telephone at this time because of the Covid 19 Pandemic and information and advice covers a wide range of subjects with advice mainly focused on Welfare benefits. The service is managed remotely by an I&A Manager and by the Finance Executive and comprises of three advice workers. The service is partly funded by AUK Calderdale and Kirklees core funding and also from funding from the Macmillan Welfare Benefit contract.

Calls to the service are taken by First Point of Contact staff who allocate advice workers through the booking service to one of the advisers. Information enquiries are dealt with by First Point of Contact staff. Calls will be answered Monday to Friday from 9 am to 4pm.

Information and advice areas covered include

* Welfare Benefits and Entitlements
* Community, Residential & Social Care
* Housing & Home adaptations
* Disability Issues & Aids
* Local leisure, Health and Educational Activities
* Wills & Powers of Attorney
* Local Trader Register