



*A National Perspective on Ageing
Bath & NE Somerset
1st October 2010*

Today

- The national perspective on ageing
- The Ageing Society Implementation Programme
- The UK Advisory Forum on Ageing and regional links

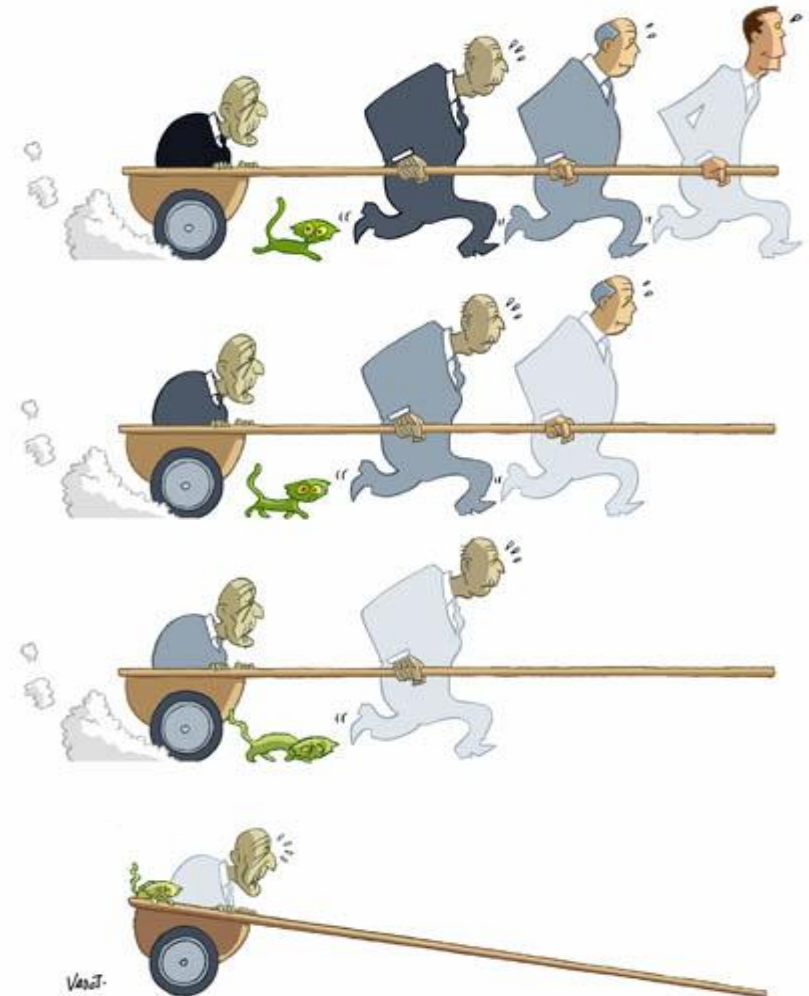
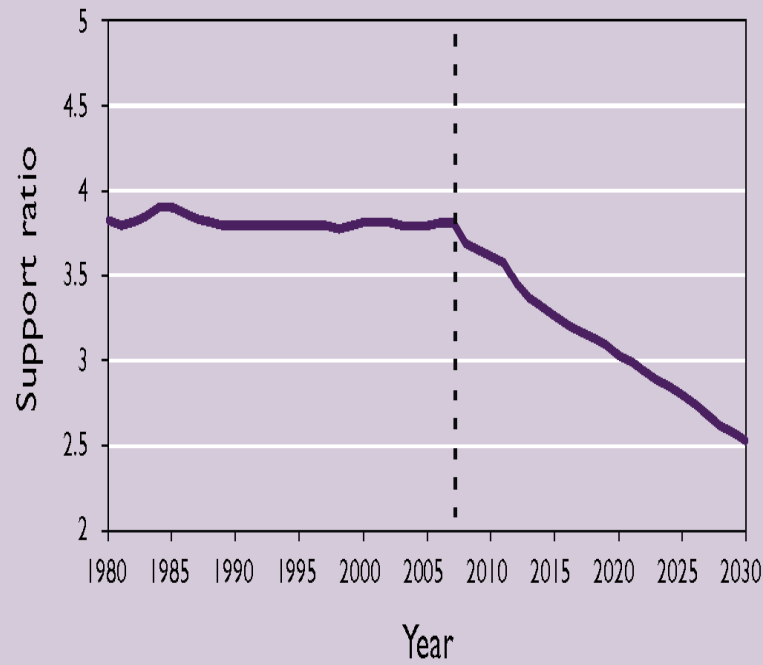
Society today

People living longer is a cause for celebration, and will fundamentally reshape our families and communities. We must take advantage of the opportunities presented and rise to the challenges.

- Councils and their partners will continue to play a vital role in ensuring that their locality is a good place to grow older as part of the “Big Society”.
- The change we aspire to will not be achieved by legislation alone. It requires a shift in attitude and behaviour across society so that old age is no longer perceived as a time of dependency and exclusion.
- The need for a shift towards prevention, early intervention and wellbeing is central to many local approaches to policy.

Our ageing society - the tipping point

The UK old age support ratio has just started declining and is set to do so until at least 2030



Consultation confirmed the issues important to older people.

- A strong desire to see more older role models in the media showcasing **positive images of later life** and for the public sector in particular to tackle **age discrimination in all its services**
- Many people wanted **greater choice about whether or not to work longer. Some supported the removal of the default retirement age (DRA)** and many wanted greater support to get back into work or change career in later life
- **Good local service delivery** for people of all ages was a priority for many respondents who felt that more should be done to promote joining up existing services and ensure commitment to the delivery of the Strategy at a local level

And....

- People welcomed moves to provide more information about ageing throughout life, but **particularly in the run up to and in retirement**. They wanted information available online to be supplemented by telephone and face to face advice. There was a strong call for information to be kept local and relevant
- **Having sufficient financial support** and **early intervention** were both recognised as being vital in helping people live independently for longer in later life

Moving Forward:

Secretary of State recently announced:-

- Restore the earnings link with the basic state pension from April next year with a "triple guarantee" that pensions are raised by the higher of earnings, prices or 2.5%.
- Phase out the Default Retirement Age.
- Hold a review to set the date at which the state pension age starts to rise to 66, although it will not be sooner than 2016 for men and 2020 for women
- AND ... An ageing population has been identified by the Office for Budget responsibility as one of the main financial pressures on the UK economy

Ageing Society Implementation Programme (1)

- the Ageing Well Programme
- Active at 60, National and Local
- One Stop Shop
- Get Digital

Ageing Society Implementation Programme (2)

- Raceonline 2012
- Age Design Programme
- Older People's Day.
- UK Advisory Forum on Ageing

Ageing Well Programme

Ageing Well

On 12 July, the Minister for Pensions, Steve Webb announced Ageing Well, a new programme designed to support local authorities to improve their services for older people.

Its key aim is to improve the lives of older people by providing services that are designed to meet their needs and recognise the huge contribution that people in later life make to their local communities.

The four key themes are:

- o Leadership
- o Strategic approach
- o Engagement
- o Joined-up services

DWP will ensure that these wider issues, and the needs of older people, are at the forefront of cross government policy development, particularly as the Government considers its ideas for the Big Society.

UK Advisory Forum on Ageing - overview

- UKAFA is co–chaired by Ministers from DWP and DH, meets 4 times per year
- Membership includes all nine English Regions, the devolved nations, the Local Government Association, and key stakeholder organisations (e.g. Age UK, Counsel & Care, Beth Johnson Foundation).
- Independent facilitator supports the empowerment of older people representatives & ensures an independent balance to discussion.
- Notes from meetings posted on DWP website.

Overview – UKAFA Aims to:

- Help to improve the independence, health and well-being of older people through effective engagement;
- Address the opportunities and challenges of an ageing society;
- Seek to encourage cultural change;
- Bring about a society where people are no longer defined by age and where prejudice does not prevent people of any age from playing a full part.

Regional Forums

- There is a Later Life Forum in each of the nine English regions.
- They are independent with membership decided individually by each region.
- All Forums have older people's representatives, with the chair and UKAF representative democratically elected.
- They focus on the particular and unique challenges and opportunities of their regions.
- They seek to influence issues that matter to older people locally, regionally and nationally
- They provide a two-way link between local groups and the UK Advisory Forum.
- They provide knowledge, experience and insight into the issues impacting older people.

South West Regional Forum on Ageing

- Formed of an 'executive group' of about 25 of which 50% are reps from older peoples organisations
- Also has an assembly membership which any organisation working with older people can join
- Looks for a balance between Older People's reps and other agencies
- Has a rep on to the UKAFA - always be an older person
- Has a rep taking part in the Ageing Well Older People's Sounding Board

In Summary

An ageing population provides a number of challenges, but also a great deal more opportunities.

Councils and their partners will continue to play a vital role in ensuring that their locality is a good place to grow older.

“Age is not a particularly interesting subject. Anyone can get old. All you have to do is live long enough.”

(Groucho Marx)

“I'm very pleased to be here. Let's face it, at my age I'm very pleased to be anywhere.”

(George Burns)

Thank you

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