

HEALTH AND WELLBEING BOARD – WEDNESDAY 26 FEBRUARY 2014

Title of paper:	Age Friendly Nottingham and Nottingham's Older Citizens' Charter	
Director(s)/ Corporate Director(s):	Dr Chris Kenny, Joint Director of Public Health	Wards affected: All
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Other colleagues who have provided input:	Clare Routledge, Senior Health and Wellbeing Policy Officer Joanna Copping, Consultant in Public Health	
Date of consultation with Portfolio Holder(s) (if relevant)	17 December 2013	
Relevant Council Plan Strategic Priority:		
Cutting unemployment by a quarter		<input type="checkbox"/>
Cut crime and anti-social behaviour		<input type="checkbox"/>
Ensure more school leavers get a job, training or further education than any other City		<input type="checkbox"/>
Your neighbourhood as clean as the City Centre		<input type="checkbox"/>
Help keep your energy bills down		X
Good access to public transport		X
Nottingham has a good mix of housing		X
Nottingham is a good place to do business, invest and create jobs		X
Nottingham offers a wide range of leisure activities, parks and sporting events		X
Support early intervention activities		X
Deliver effective, value for money services to our citizens		X
Summary of issues (including benefits to citizens/service users):		
<p>Nottingham has committed to develop as an age friendly city which will enable older citizens to stay active, healthier and happier for longer, thus maximising the potential of their contributions to society. As part of the Age Friendly Nottingham initiative older citizens have come together and developed the Nottingham Older Citizen's Charter. Proposed future action includes the development of an action plan by an older citizens' steering group.</p> <p>Citizens have requested that the charter is ratified by the Health and Wellbeing Board and that progress against the future action plan should be reported annually to the Board.</p>		
Recommendation(s):		
1	The Board to support the development of Age Friendly Nottingham and consider how their organisations might be engaged in the initiative.	
2	The Board to ratify Nottingham's Older Citizens' Charter.	
3	The Board to discuss the formation of an older citizen's steering group.	
4	The Board to agree that progress against the Age Friendly Nottingham action plan should be reported to them annually.	

1. REASONS FOR RECOMMENDATIONS

- 1.1 The increasing number of older citizens is both an opportunity and a resource for Nottingham, whilst posing a challenge for wellbeing and services. By empowering older citizens to stay active, healthier and happier and increasing the recognition of the positive role that they play within society, citizens will be able to maintain a good quality of life in older age and remain independent in their own homes for longer. There is already much good work aimed at older citizens being undertaken across the city, particularly aimed at our most vulnerable adults, but there is no older persons' strategy currently in place. The Age Friendly Nottingham initiative aims to support the prevention agenda by pulling partners' contributions together and placing the needs and aspirations of older citizens at the centre of their services.
- 1.2 Older citizens have welcomed the concept of Age Friendly Nottingham and have been fully engaged in the creation of the Nottingham's Older Citizens' Charter. They are keen for the initiative to be taken further and have proposed the formation of a strategic older citizens' steering group which will develop and monitor progress against the Age Friendly Nottingham action plan.
- 1.3 Older citizens have requested that progress against the Age Friendly Nottingham action plan should be reported annually to the Health and Wellbeing Board.

2. BACKGROUND (INCLUDING OUTCOMES OF CONSULTATION)

- 2.1 Although Nottingham is known as a 'young' city, over 80,000 of citizens are aged 50+. Prior to 2011 the city's older population remained stable but the census (2011) indicates a surge of citizens aged 50-64 significantly higher than the England average and a 16% increase in those aged 85+.
- 2.2 Debates about securing optimum community environments for ageing populations emerged from a number of organisations during the 1990s. The theme of age friendly communities arose from policy initiatives launched by the World Health Organization (WHO). A precursor was the notion of 'active aging' which referred to older people's continued participation in social, economic, cultural, spiritual and civic affairs, not just the ability to be physically active or to participate in the labour market. Achieving this was seen as requiring interventions at a number of levels, including maintaining effective support within the physical and built environment.
- 2.3 In 2012 Nottingham City Council joined other Core Cities in signing the Dublin Declaration on Age Friendly Cities and becoming a member of the WHO affiliated UK Age Friendly Cities (AFC) Network and Councillor Eunice Campbell was appointed Nottingham's Older Citizens' Champion. This network aims to share learning through peer support; develop age friendly research and evaluation across the social determinants of health and create a collaborative voice to influence policy and practice.
- 2.4 The access to more data, information and expertise through the network has already benefited the city and resulted in a successful bid for £238,000 of grant funding from the Arts Council England and The Baring Foundation which will be used to improve access to the arts for older people in care settings across Nottingham.
- 2.5 On 1 October 2013, Nottingham held its first Older People's Festival to celebrate International Older People's Day. Almost 100 citizens participated in discussions at the Council House where they requested that a charter should be developed for the

city. Members of the Nottingham Pensioners' Action Group were particularly supportive and have encouraged active participation in the initiative.

2.6 Citizens came forward to form the task and finish group that drafted the pledges of the charter. The draft charter was circulated for consultation on 23 December 2013 and the final version now forms Appendix A of this report. The Nottingham charter commits to adopt the principles outlined in the National Pensioners' Convention Dignity Code that was launched nationally on 1 February 2014 (Appendix B).

2.7 The Big Lottery Fund has awarded £50 million for the development of the national Centre for Ageing Better which will focus on early intervention and prevention. Through the development of a more strategic approach for older citizens, Nottingham will be better placed to benefit from developments through the Centre and future funding opportunities.

3. OTHER OPTIONS CONSIDERED IN MAKING RECOMMENDATIONS

3.1 None. This is an externally funded initiative that is supported and being driven by older citizens.

4. FINANCIAL IMPLICATIONS (INCLUDING VALUE FOR MONEY/VAT)

4.1 The Age Friendly Nottingham initiative is supported through £60,000 of Communities for Health grant funding that can be used until March 2015. There will therefore be no financial impact on partner organisations.

5. RISK MANAGEMENT ISSUES (INCLUDING LEGAL IMPLICATIONS AND CRIME AND DISORDER ACT IMPLICATIONS)

5.1 None

6. EQUALITY IMPACT ASSESSMENT (EIA)

6.1 Nottingham's Older Citizens' Charter does not require an EIA but equality impact will be reviewed when the action plan is developed. Targeted action to reduce health inequalities will be informed by the Joint Strategic Needs Assessment.

7. LIST OF BACKGROUND PAPERS OTHER THAN PUBLISHED WORKS OR THOSE DISCLOSING CONFIDENTIAL OR EXEMPT INFORMATION

7.1 None

8. PUBLISHED DOCUMENTS REFERRED TO IN COMPILING THIS REPORT

8.1 Developing Age-Friendly Cities: Policy Challenges & Options
<http://www.bjf.org.uk/web/documents/resources/HLINViewpoint37AgeFriendlyCities.pdf>

8.2 The Dublin Declaration on Age Friendly Cities
<http://www.emro.who.int/images/stories/elderly/documents/dublin20declaration.pdf>

8.3 'Arts and Older People' Enquiry Visit, Nottingham City Council 25 March 2013
<http://www.bjf.org.uk/web/documents/resources/Nottingham%20Enquiry%20visit%20%20final%20report.pdf>

Nottingham's Older Citizens' Charter

In Nottingham we believe all our older citizens should have fulfilled lives – feeling valued by all sections of society, living as independently as possible and being encouraged to contribute to their local communities. By signing this Charter we aspire to develop Nottingham as a great place to grow older in. We strive to achieve this by acting in accordance with the following pledges:

1. To make engagement of older citizens integral to the decision making processes in the city.
2. To break stereotypes and promote positive images of ageing – recognising older citizens' diverse knowledge, skills and experience and how these contribute to Nottingham life.
3. To mobilise older citizens' contributions to their communities and Nottingham society – developing and promoting different opportunities for involvement.
4. To reduce loneliness and isolation - encouraging affordable, accessible and intergenerational social activities, leisure opportunities and local support networks including those with a spiritual and/or religious outlook.
5. To promote health, wellbeing and independence – supporting prevention, early intervention and integration of high quality commissioned services that have been developed in partnership with older citizens.
6. To increase dignity and choice in health and care services – adopting the principles outlined in the National Pensioners' Convention's Dignity Code.
7. To provide a variety of well maintained housing options and assistive technology which enable citizens to have choice, live independently and feel safe within their local community - considering the needs of older citizens at a neighbourhood level when planning and designing future developments.
8. To create welcoming and accessible environments that have good lighting and promote safety - developing accessible outdoor spaces, public buildings and facilities (including sufficient toilets) that are well signposted and incorporate rest areas with seating designed to meet the needs of older citizens.
9. To uphold Nottingham's reputation for having one of the best accessible transport systems in the country - ensuring that services are responsive to the needs of those with long term conditions and at risk of isolation.
10. To support the volunteering and employment of older citizens – recognising the benefits of continued occupation, education and skills development to quality of life.
11. To provide clear, consistent information to all older citizens from sources they can trust – using a variety of media, supporting the use of new technology and working in partnership to deliver key messages.
12. To ensure that all services are provided free from discrimination - recognising that elderly people are diverse and come with a range of identities eg ethnicity, sexuality, disability etc, each unique to the needs of the individual.

We will always listen to your views and tell you about the progress we are making. In return we ask that you get involved and help us fulfil the pledges in the Charter.

Dignity Code

The purpose of this Dignity Code is to uphold the rights and maintain the personal dignity of older people, within the context of ensuring the health, safety and wellbeing of those who are increasingly less able to care for themselves or to properly conduct their affairs.

This Code recognises that certain practices and actions are unacceptable to older people, such as:

- Being abusive or disrespectful in any way, ignoring people or assuming they cannot do things for themselves
- Treating older people as objects or speaking about them in their presence as if they were not there
- Not respecting the need for privacy
- Not informing older people of what is happening in a way that they can understand
- Changing the older person's environment without their permission
- Intervening or performing care without consent
- Using unnecessary medication or restraints
- Failing to take care of an older person's personal appearance
- Not allowing older people to speak for themselves, either directly or through the use of a friend, relative or advocate
- Refusing treatment on the grounds of age

This Code therefore calls for:

- Respect for individuals to make up their own minds, and for their personal wishes as expressed in 'living wills', for implementation when they can no longer express themselves clearly
- Respect for an individual's habits, values, particular cultural and religious background and any needs, linguistic or otherwise
- The use of formal spoken terms of address, unless invited to do otherwise
- Comfort, consideration, inclusion, participation, stimulation and a sense of purpose in all aspects of care
- Care to be adapted to the needs of the individual
- Support for the individual to maintain their hygiene and personal appearance
- Respect for people's homes, living space and privacy
- Concerns to be dealt with thoroughly and the right to complain without fear of retribution
- The provision of advocacy services where appropriate

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