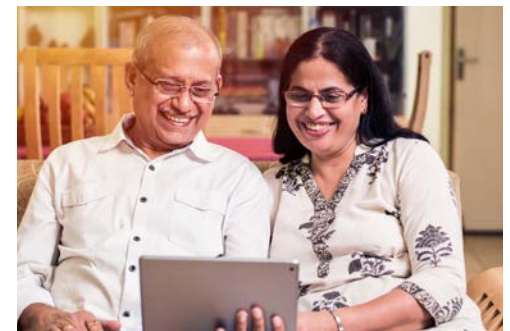


Celebrating later life in Telford and Wrekin

Position Statement

Summer 2022



Telford & Wrekin
Co-operative Council

Protect, care and invest
to create a better borough



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Introduction to the Position Statement

“Just because you are over 50 doesn't mean you are past it! If anything it's more important than ever to take care of your physical and mental health and wellbeing, and for me getting out and about in my local area, and being involved as a volunteer in initiatives like this Ageing Well Strategy to help ensure services and opportunities are tailored to the needs of the local population, is important.”

Beverley



“I wanted to give something back to my local community so being part of the Ageing Well Strategy (and of course being over 50 myself) has provided me with an exciting opportunity to really focus on the residents close to my age group and older. There is a genuine desire with all involved with the Ageing Well Strategy to improve the life experiences of all residents over 50 in Telford.”

Mark



Purpose

In Telford and Wrekin we are already experiencing the challenges of an increasing ageing population as highlighted by the WHO; Ageing and Health October 2021.

In 2021 in Telford and Wrekin there were around 3,600 adults aged over 85, by 2032 this is predicted to increase by 55% to 5,600. (Source: ONS 2018 population projections and Census 2021)

We want Telford to be a place where our resources and community capacity fits the needs of our local population.

We are an ageing society. **Living longer brings opportunities**, not only for older people and their families but also for society as a whole. Additional years provide the **chance to pursue new activities** such as further education, a new career or pursuing a long neglected passion. **Older people contribute in many ways to their families and communities**. Yet the extent of these opportunities and contributions depends heavily on one factor; health. **If people can experience these extra years of life in good health and they live in a supportive environment, their ability to do the things they value will be little different from that of a younger person.** (WHO – Ageing and Health)

Ageing is a life-long process. We are committed to making Telford and Wrekin a

positive place to live for all. This Position Statement is intended to outline current national and local policy and context, population facts and figures with information and statistics on life in Telford in 2022.

Our aspiration is to create a vision and plan for the future, where older people live well for longer. We will involve local people and all stakeholders in developing this to understand the needs and aspirations of our population in Telford and Wrekin.

Engagement Sessions were held in May 2021 with a follow up workshop in October 2021 with representatives from a wide selection of local organisations, from which a number of themes emerged and from which the section headings were formed:

- Telford will be an age friendly and safe place, where people can age well – **Case Studies**
- The infrastructure needed for this will be in place making Telford a town that is accessible for all – **Population, Transport**
- People will stay fit, healthy and active for longer – **Health and Wellbeing**
- People will stay as independent for as long as possible – **Digital, Carers, Deprivation**
- People will participate actively in their local community – **Community Views**
- People will live in accessible accommodation close to amenities – **Where We Live**

“Old age is like everything else. To make a success of it, you’ve got to start young”

Theodore Roosevelt



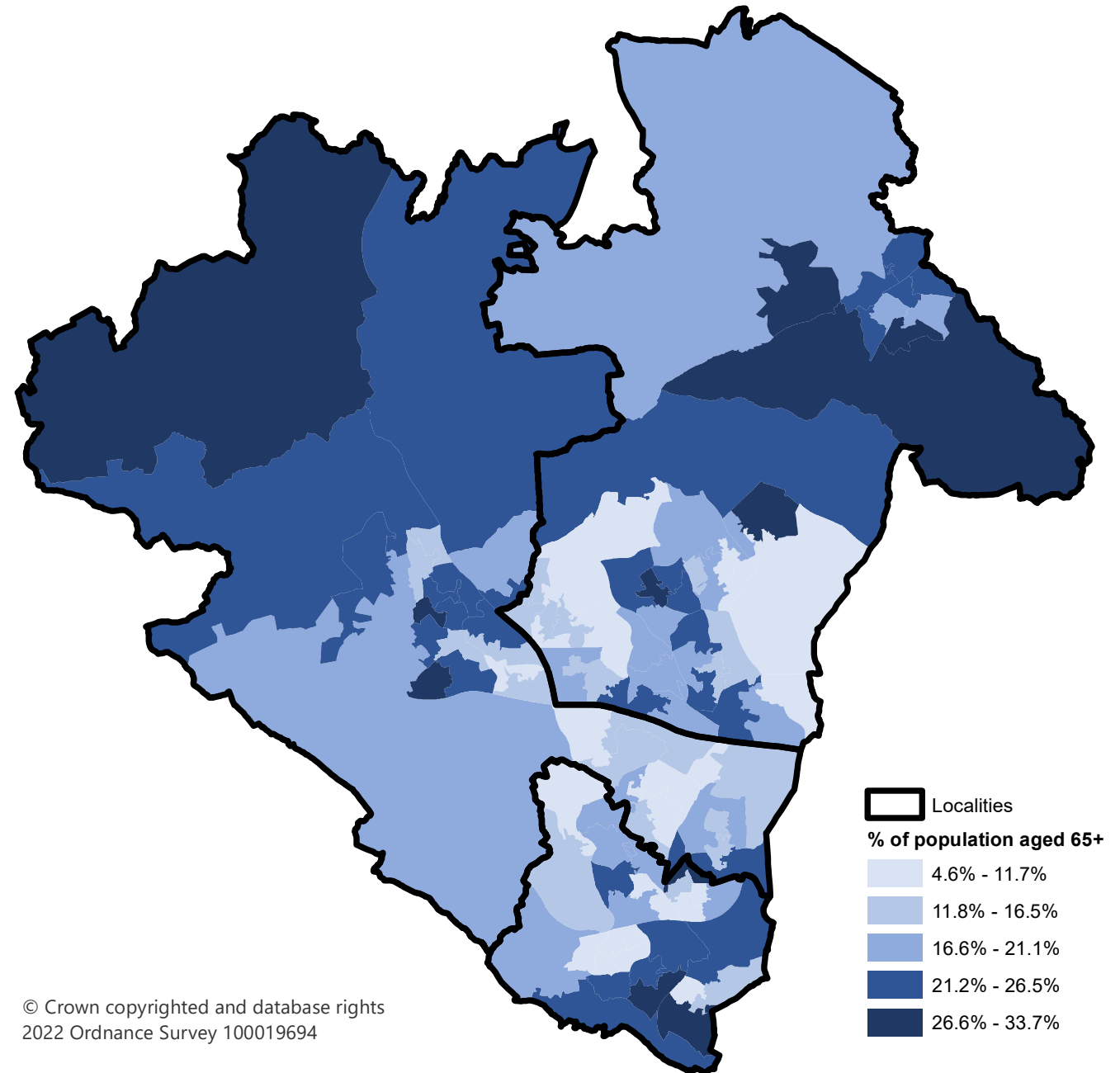
Population

Telford and Wrekin is a rapidly growing borough with an older population age profile that is increasing at a rate greater than the regional and national average.

With a population of some 185,600 living in 76,500 homes, Telford and Wrekin saw the second highest population growth rate of upper tier local authorities in the West Midlands between the 2011 and 2021 Census and the highest growth rate in region in the number of households.

- In 2021, in Telford and Wrekin, there were around 3,600 adults aged over 85, by 2032 this is predicted to increase by 55% to 5,600. (Source: ONS 2018 population projections and Census 2021)
- In 2011, around 56% of people aged over 65 indicated that they have a long term health problem or disability that limits their daily activities. This equates to around 18,300 people in 2021. (Source: ONS Census 2011 and Census 2021)
- In 2011, around 27% of people aged 50-64 had a long term health problem that limits their daily activities. This equates to around 9,900 people in 2021. (Source: ONS Census 2011 and Census 2021)

Percentage of local populations aged 65+



- There are an estimated 2,050 people over 65 with dementia in 2020, which is expected to increase to 3,150 by 2035 a 55% increase. (Source: Projecting Older People Information System)
- In 2011, 16% of people aged 65+ provided unpaid care, this equates to around 5,200 people in 2021. 7% of people aged 65+ provided unpaid care for over 50 hours per week, equating to around 2,300 people in 2021. (Source: ONS Census 2011 and Census 2021)
- 21% of people aged 50-64 provided unpaid care in 2011, equating to around 7,700 people in 2021. 5% of people aged 50-64 provided unpaid for over 50 hours per week in 2011, equating to around 1,800 people in 2021. (Source: ONS Census 2011 and Census 2021)

Longer lives are an opportunity for the economy, for society and for individuals. We all need support at different times in our lives, and we all want to live in communities where we look out for each other.

Telford and Wrekin has a solid community ethos of being connected and contributing to their communities which helps individuals to become stronger and more resilient leading to better health and wellbeing. <https://livewell.telford.gov.uk/Categories/1571>

Ageing and older people are often negatively represented in our society, despite age being a protected characteristic under the Equality Act 2010. In Telford we want to ensure older

peoples' experiences are reflected in an accurate and inclusive way.

Being older doesn't necessarily mean you are frail, vulnerable, dependent or unable to get a job. Older adults continue to be active and participate and contribute to workplaces, communities and society in many different ways.



3.4 million KEY WORKERS are over 50 and 130k are over 70



Over 50s ACCOUNT FOR OVER HALF of consumer spending



Over 70s ARE MORE POSITIVE ABOUT AGEING



50% more 80+ YEAR OLDS in Telford & Wrekin BY 2031



95% of over 65s LIVE IN HOUSES not care homes or retirement communities



65s-74s are more likely to VOLUNTEER

80% of people believe OLDER ADULTS HAVE A WEALTH OF EXPERIENCE AND PERSPECTIVES to offer society today

Where we live

96% of older households live in mainstream housing of which 76% is owner occupied.

(Care and Repair West Midlands)

In Telford and Wrekin this is slightly lower as the table (see right) demonstrates.

Although most older people own their own home, the number of over 55s living in private rented accommodation has more than doubled since 2003 – a trend that is set to continue.

Poor Housing is a particular concern for older home owners with low incomes or fixed pensions because of their ability to pay for repairs. (Care and Repair West Midlands)

80% of future homes are already built and will need upgrading to reach 2030 targets.

The numbers of people aged over 75 in non-decent homes is rising.

In 2020, 13% of dwellings in the social rented sector failed to meet the Decent Homes Standard. This is lower than the proportion of private rented (21%) and owner occupied (16%) homes. (English Housing Survey Headline Report 2020-21)

In the borough there has been a 65% growth in the provision of supported accommodation over the last five years including Extracare and Sheltered Housing.

In Telford and Wrekin our [Housing Strategy 2020-2025](#) and [Specialist and Supported Accommodation Strategy](#) recognise the need for investment in a mix of additional housing and accommodation for older and vulnerable citizens, to respond to increasing levels of diversity, as well as support for people to live well in their existing homes.

Tenure distribution among older people within the Telford & Wrekin Council area (POPPI)



Health and wellbeing

Since 2013 the Health & Wellbeing Board has driven improvements in the health and wellbeing of residents across Telford & Wrekin. Our strong track-record of effective partnership working has been key to: improving health and wellbeing outcomes, tackling health inequalities, and addressing the wider social determinants of health, such as housing, employment, education and crime.

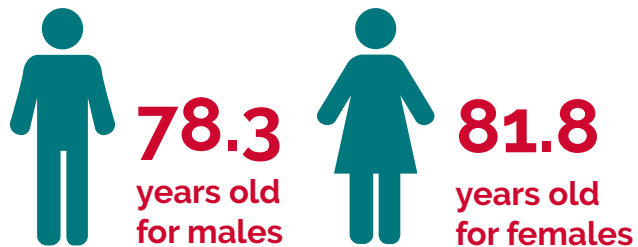
[Telford & Wrekin Health & Wellbeing Strategy 2020-2023](#)

As our population grows, ages and becomes more diverse, more people are living with multiple long-term conditions. The impact of poverty has increased the risks of people experiencing poor mental health.

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Source = 2011 Census and 2020 population estimates

The average life expectancy in Telford and Wrekin



Key challenges include lower life expectancy, higher rates of long term illness and disability, high obesity rates and high rates of admissions to hospital for a variety of conditions.

The average life expectancy in Telford and Wrekin is 78.3 years for males (79.4 for England) and 81.8 years for females (83.1 for England).

Healthy life expectancy in Telford & Wrekin is worse than the England average; males decreased to 58.2 years and females increased to 62.6 years. Joint Strategic Needs Assessment (JSNA)

Telford and Wrekin Council are encouraging residents to join the year of wellbeing by asking them to sign a pledge to improve their wellbeing, linking in to the five ways to wellbeing:

Five ways to wellbeing

- Connect with others
- Give to others
- Take notice of your surroundings
- Be active
- Keep learning



Dementia in Telford and Wrekin

There are an estimated 2,050 people over 65 with dementia in 2020, which is expected to increase to 3,150 by 2035, a 55% increase. (Source: Projecting Older People Information System)

The impact of the pandemic

On 11th March 2020 the WHO declared Covid-19 as a pandemic, the UK entered its first lockdown on 23rd March 2020. One of the early narratives that emerged was that the disease would act as a societal leveller. However, the data showed on a daily basis that **the pandemic was having an unequal impact on our already unequal society.**

BAME groups, people in later life and those living in economically deprived areas were found to be at greater risk of the effects of the Coronavirus. In addition, COVID-19 has served to reinforce the idea of older people as frail and vulnerable – something which has been reflected in the government’s advice for all over 70s, regardless of medical conditions, to shield. (Centre for Ageing Better)



Transport

The Centre for Ageing Better (May 2021) reports that as we get older we are more likely to cite 'health' as our reason for not taking public transport. Driving remains the most common form of transport for older people in the UK. However in Telford and Wrekin a high number of wards have low car ownership levels and a reliance on public transport.

The [Local Transport Plan](#) (LTP) plans to manage, maintain and develop the borough's transport network over the period 2011 to 2026.

Healthwatch Telford and Wrekin report that:

Transport in Rural settings is an issue which disproportionately affects older people, a lack of transportation creates a feedback loop whereby those with poor health who are unable to drive, cannot access basic services or social interaction – worsening their physical and mental wellbeing and further cutting them off from the outside world.



Digital

All our lives are more digitalised, technology forms part of the way we live.

We are embracing the opportunities presented in this digital age for the benefit of everyone living in Telford and Wrekin. Digital Technology is a theme of significance when it comes to 'ageing in place'.

Using technology can support older people to live independently at home and can assist with feeling safe and secure. We will continue to expand our digital offer and access to [digital services](#).

Digital inclusion

These days we rely on our computers, smart phones, tablets and the internet for everything from socialising to shopping. But while many of us have grown up with these developments, not all older people are 'silver surfers', with many feeling left behind by the technological tide. Age UK's One Digital programme is improving this and changing lives:

[Digital inclusion for older people | Discover | Age UK](#)

What is "Digital inclusion"?

The Government's Digital Strategy defines Digital inclusion as: 'reducing digital exclusion by making sure that people have the capability to use the internet to do things that benefit them day to day'.

Digital inclusion is often defined in terms of:

- **Digital skills** - being able to use computers and the internet. This is important, but a lack of digital skills is not necessarily the only, or the biggest, barrier people face.
- **Connectivity** - and access to the internet. People need the right equipment and tools but that is only the start.
- **Accessibility** - services should be designed to meet all users' needs, including those dependent on assistive technology to access digital services. Accessibility is a barrier for many people, but digital inclusion is broader.



Financial security

DWP has estimated that 38% of the working age population (12 million people) are not saving enough and are facing an inadequate retirement income.



Forum 50+ explain that many people are unable to save for retirement due to financial hardship; caused by many factors such as unemployment, cost of living increases such as energy price rises.

In Telford and Wrekin:

18.1% (7243) of older adults aged 60 and over live in income deprived households

7% of over 65s live in the 10% least deprived nationally (2300 people)

13% of over 65s live in the 20% least deprived (4000 people)

Of the 82,000 households in Telford and Wrekin around 4700 are classified as 'Affluent Elderly'

or 'Asset Rich Retirees' (Acord segmentation household types)

Single female pensioners are at much higher risk of being in poverty than single men and pensioner couples (Age UK 2021)

Pensioners from Black and Asian communities are around twice as likely to be living in poverty as White pensioners (33% of Asian pensioners and 30% of Black pensioners compared to 16% of White pensioners) (Age UK 2021)



Carers

In 2011, 16% of people aged 65+ provided unpaid care, this equates to around 5,200 people in 2021. 7% of people aged 65+ provided unpaid care for over 50 hours per week, equating to around 2,300 people in 2021. (Source: ONS Census 2011 and Census 2021)

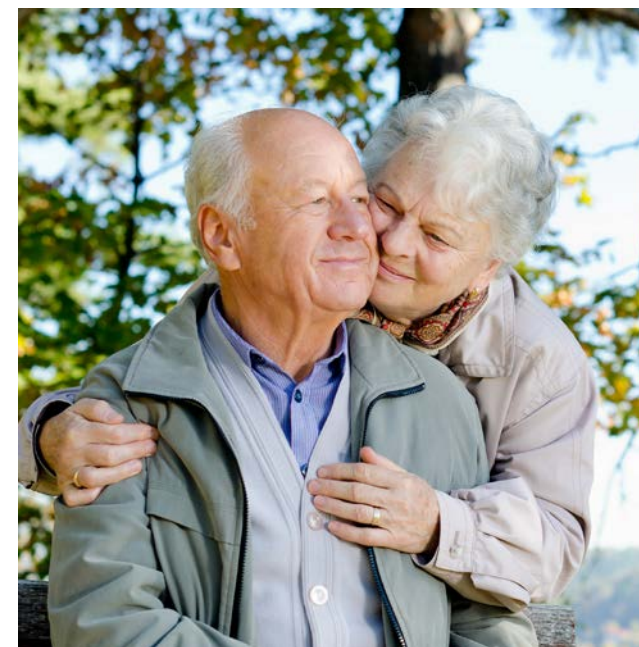
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care in 2011, equating to around 7,700 people in 2021. 5% of people aged 50-64 provided unpaid care for over 50 hours per week in 2011, equating to around 1,800 people in 2021. (Source: ONS Census 2011 and Census 2021)

In 2015, a Carers UK report, "Valuing Carers", calculated the value of unpaid caring carried out in Telford & Wrekin at £396million.

Many carers support older people: many carers are themselves in the 65+ age group.

T&W Carers Partnership Board works with T&W Carers Centre, other partners and active and former carers, including those 65+, to improve identification of carers, spot gaps in provision and develop the local strategy for supporting them.



The community's views

We engage with residents in a wide range of ways. Local Members know their communities and champion their aspirations. We consult in a variety of ways such as surveys, community drop ins, social media, along with more formal consultation meetings.

In Telford some local older people do not have English as their first language, or speak little or no English. Telford and Wrekin develop particular strategies for groups or individuals with limited ability to understand. For them to engage, for example visual impaired groups may need audio transcription or face to face meetings. Translation services will be considered for those whose first language is not English.

People's stories

Cheering crowds, celebratory selfies and a bit of cake to top it all off – 81 year old Jim Hussey marked his 300th Telford parkrun in style.



Photo Credit Shropshire Star

Next steps

Our plan of how we will work collectively to develop a strategy for Ageing Well in Telford and Wrekin:

- Partnership Board established (a group of individuals including someone with lived experience, voluntary sector organisations, health partners, providers etc.)
- Pre consultation engagement (this will ask residents, businesses and organisations for their thoughts/ideas and this feedback will inform the Ageing Well Strategy and Action Plan)
- Co-Produced (an equal partnership between residents and professionals)
- Development of Draft Strategy
- Formal Consultation (to formalise the aspirations and themes for the strategy)
- Final Draft Strategy (a finalised version of the Strategy following consultation that is taken to formal boards to be signed off)
- Final Strategy published
- Development of an Action Plan to address the themes from the Strategy

Acknowledgements

Our key stakeholders include; residents of Telford and Wrekin, the voluntary and community sector, carers, community health partners and the private sector who have participated in the workshops, meetings and feedback to date to help shape the themes and form the position statement for the Ageing Well Strategy for Telford and Wrekin.