



Borough of Telford and Wrekin

Health and Wellbeing Board

23 March 2023

Telford and Wrekin Draft Ageing Well Strategy

Cabinet Member:	Cllr Andy Burford - Cabinet Member: Adult Social Care and Health, Integration and Transformation
Lead Director:	Vicky Worthington - Interim Assistant Director: Adult Social Care
Service Area:	Adult Social Care
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Wards Affected:	All Wards

1.0 Recommendations for the Health and Wellbeing Board to:

- 1.1 Support and champion the Ageing Well Strategy consultation in the community and with all partners; and
 - 1.2 Note the content of the report that was presented to Cabinet on 17 February 2023.
 - 1.3 Receive the final strategy alongside update on implementation, in Autumn 2023.
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The following is the report presented to and approved by Cabinet on 17 February 2023.

2.0 Purpose of Report

2.1 To provide the background to the development of the draft place based Ageing Well Strategy, details of the previous engagement work completed and to outline the proposed next steps following Cabinet approval and public consultation.

3.0 Background

3.1 People are living longer and statistics are showing that the numbers of older people are increasing both locally and nationally, suggesting that demand for services in the future will also increase. The Council and Shropshire Telford and Wrekin NHS and other key stakeholders are planning in order to ensure that we use our limited resources to achieve the best possible outcomes for people. By supporting people in the Borough to live well for longer, this will reduce pressure on services and resources.

3.2 The development of the Ageing Well Strategy will support all key partners in the development and delivery of an Action Plan to respond to the key themes from the consultation. The Ageing Well Partnership Board will monitor the delivery of the Action Plan and report progress into Telford & Wrekin Integrated Place Partnership (TWIPP).

Context

3.3 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).

3.4 The Celebrating Later Life in Telford and Wrekin Position Statement (**Appendix A**) provides further background information in terms of the Borough's ageing population and future needs.

3.5 Demand for services is already increasing, as our older population increases we expect further demand on already limited services and resources.

3.6 The Ageing Well Strategy starts from a position of supporting people to live well for longer, so that people have a life, not a service.

3.7 The Ageing Well Strategy and subsequent Action Plan brings stakeholders together, to plan targeted interventions to support people to live well for longer and further plan to utilise resources for the people who need support in their later life.

Progress to date

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- 3.8 The development of the draft place based Ageing Well strategy has been undertaken using a co-production approach with stakeholders. This has included residents of the borough and a broad range of organisations, including Age UK Shropshire Telford and Wrekin, NHS Shropshire Telford & Wrekin, Midlands Partnership Foundation NHS Trust, Forum 50+, Healthwatch Telford & Wrekin and Shropshire Partners in Care.
- 3.9 The development of this draft strategy has been informed by engaging with people aged 50+ and stakeholders across Telford and Wrekin. The pre-engagement consultation asked for feedback on the following areas in particular:
- Where we live
 - Health and Wellbeing
 - The impact of the pandemic
 - Transport
 - Digital Inclusion
 - Financial Security
 - Carers
- 3.10 To promote the pre-consultation engagement a wide range of communication methods were used, including utilising promotion through partners' communication routes. The routes utilised included:
- Press Releases
 - Healthwatch Telford and Wrekin hosted the consultation on their website
 - Social Media platforms – Telford & Wrekin Council and Live Well Telford
 - Newsletters:
 - Community News
 - Shropshire Partner in Care Newsletter
 - Telford & Wrekin Council Staff News
 - Adult Social Care Newsletter
 - Weekly updates from the Leader
 - ICS Collaborate Newsletter
 - Emails to Stakeholders
 - Ageing Well page on Council website
 - Internal Telford & Wrekin Council staff bulletins

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Ageing Well consultation



The banner features logos for Shropshire Council, Telford and Wrekin Council, ageUK, healthwatch Telford and Wrekin, and NHS. The main text asks 'Over 50? What do you need to age well in Telford and Wrekin?' and includes a 'LET US KNOW' call to action with a megaphone icon. Below the text are three small photos of people: a group of four people, a group of three people, and a man in a wheelchair.

What do you need to age well in Telford and Wrekin?

Together with a wide range of local organisations we have launched a [borough-wide 'Ageing Well' consultation](#), asking residents over the age of 50 to share their views on the support they need to age well in the borough.

We will use these views to create a more age-friendly Telford and Wrekin and improve the opportunities and information available for our people and their families.

In 2032, there are projected to be around 42,300 adults aged over 65 plus living in Telford and Wrekin, an increase of around 30% on the 2021 population.

Please help us spread the word about this survey – the more people take part, the better we can plan and shape services around their needs for the future.

[You can complete the survey here.](#)

[Read more](#)

3.11 The pre-engagement consultation took place between July and September 2022 and received over 2,800 responses. Responses were received from people aged 50+, and family members or carers on their behalf. Key points to note are:

- The highest number of responses were received from people aged 60-69 years, with the lowest number coming from people 100 years +
- From a location point of view, the highest number of respondents were from the TF1 postcode
- In terms of protected characteristics:
 - 92.4% of the respondents were of White British ethnicity
 - 62% of respondents were Males

3.12 The 'Where we live' theme, and subsequent action plan, will be further informed from feedback received through the Local Authority's 'Housing in Later Life survey' which closed at the end of December 2022.

3.13 To support the co-production of the Strategy and its implementation, the Ageing Well Partnership Board was set up in January 2022. This Board is co-chaired by people with lived experience.

3.14 Using the information provided through the pre-consultation engagement a draft strategy was developed through the Ageing Well Partnership Board. Please refer to **(Appendix B)** for a copy of the draft Ageing Well Strategy.

4.0 Summary of main proposals

4.1 The formal consultation on the draft place based Ageing Well Strategy is a significant step that will support the Council, Shropshire Telford and Wrekin NHS and key stakeholders to plan for the future for an increasing ageing population. The plan will meet the aspiration to support people to live well for longer.

4.2 Following the comprehensive pre-engagement consultation programme, the Partnership Board has produced a draft strategy that will drive developments for the next 10 years in key areas.

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4.3 To aid the consultation on the draft strategy, people will be able to provide feedback on specific areas by responding to key questions developed by the Partnership Board.

4.4 The proposed consultation timeline is:
Out to public consultation – 23rd February 2023
Close public consultation – 6th April 2023
Responses analysed and appropriate amendments made to the Draft Ageing Well Strategy document – April 2023
Strategy Action Plan to be created – April 2023
Approval by Ageing Well Partnership Board – May 2023
Publication of the Ageing Well Strategy – May/June 2023
Ongoing monitoring and delivery of action plan through Ageing Well Partnership Board – June 2023 onwards

5.0 Alternative Options

5.1 It is open to the Council not to progress to consultation upon and the subsequent development of an Ageing Well Strategy. It is not a statutory requirement in itself for the Council to have an Ageing Well Strategy.

6.0 Key Risks

6.1 In carrying out the consultation, there is a risk that consultation will not reach enough people and, therefore, feedback is not representative of the 50+ community, carers and professionals. To mitigate this risk, the voluntary, community and social enterprise sector in Telford and Wrekin will be supporting the delivery of the consultation to ensure widespread awareness of the opportunity to comment on the draft strategy and engage with the consultation exercise. The consultation will be carried out adopting a variety of methods to seek views to ensure that it is as accessible as possible for residents.

7.0 Council Priorities

7.1 This strategy will build on existing initiatives and links closely to the themes of Telford and Wrekin Council's plan to protect, care and invest to create a better borough with the priorities:

- All neighbourhoods are a great place to live in
- A community-focussed, innovative Council providing efficient, effective and quality services
- Everyone benefits from a thriving economy
- Our natural environment is protected and the Council has a leading role in addressing the climate emergency
- Every child, young person and adult lives well in their community

7.2.1 The Strategy also links closely with the priorities identified in the Shropshire, Telford and Wrekin Integrated Care Strategy and 5-year plan.

8.0 Financial Implications

- 8.1 There are no implications foreseen resulting from adopting the recommendations of this report. All actions will be met from within existing resources, which includes working with partners to allocate resource where needed. Should additional financial resources be required these will be requested through Governance processes.

9.0 Legal and HR Implications

- 9.1 The strategy will demonstrate the steps that the Council, together with its partners, is taking to promote the health and wellbeing of those living in the Borough.
- 9.2 The strategy will assist the Council in meeting its statutory responsibilities under Sections 1 and 2 of the Care Act 2014 to promote individual well-being and to contribute towards preventing /delaying the development by adults and carers of the need for care and / or support and the reduction of such need.
- 9.3 The Office for Health Improvement and Disparities has published a framework of evidence to guide public health and healthcare professionals under the banner “All Our Health” and ageing well is part of the NHS Long Term Plan published by the Department of Health, which will assist the Council and its partners sitting on the Ageing Well Partnership Board.
- 9.4 The report sets out that the proposed consultation and development of the draft strategy will be delivered using existing resources, in respect of Human Resources implications.

10.0 Ward Implications

- 10.1 All wards will be impacted upon by these proposals.

11.0 Health, Social and Economic Implications

- 11.1 It is intended that this programme of work will contribute to improve health & wellbeing outcomes within the Borough.

12.0 Equality and Diversity Implications

- 12.1 Joint Strategic Needs Assessment intelligence informs intentions to ensure resources are targeted appropriately to improve health and wellbeing and reduce inequalities.
- 12.2 The Strategy has a specific requirement to demonstrate its focus on reducing inequalities and disparities including protected characteristics within the local population and priorities under the Equality Act 2010.

13.0 Climate Change and Environmental Implications

13.1 This report has no direct climate change or environmental impact.

14.0 Background Papers

N/A

15.0 Appendices

- A Celebrating Later Life in Telford and Wrekin Position Statement
- B Draft Ageing Well Strategy 2023-2033

16.0 Report Sign Off

Signed off by	Date sent	Date signed off	Initials
Finance	23/12/2022	13/01/2023	RP
Legal	23/12/2022	09/01/2023	KF
Director	23/12/2022	13/01/2023	SD