

AGE FRIENDLY COMMUNITIES

Executive Summary

According to the latest Office for National Statistics (ONS) census data, North Norfolk is the local authority area with the highest average age in England and Wales. With a median age of 54, the average age of people living in North Norfolk is 14 years higher than the national average (40 years old).

An Age-Friendly Community is a place that enables people to age well and live a good later life. Somewhere that people can stay living in their homes, participate in the activities they value, and contribute to their communities, for as long as possible.

Alignment with the UK network for Age Friendly Communities and the World Health Organisation (WHO) Global Network of Age Friendly Cities and Communities will support the delivery of work by both NNDC and the North Norfolk Health and Wellbeing Partnership (NNHWP) in developing a culture of Age Friendly Communities across the district through sustainable projects and schemes.

This alignment requires the political buy in of the Council and to align with the World Health Organisation (WHO) Global Network of Age Friendly Cities and Communities there needs to be written confirmation of political support from the leader of the Council.

Options considered

- To commit to the development of Age Friendly Communities and align with the UK and global networks of age friendly (cities and) communities.

This is the recommended option, as it would confirm commitment to supporting our demographic, which is the oldest population in the UK. It will also allow for access to peer support from other Age Friendly Communities nationally and globally, and to access resources which may not be available without the affiliations.

Age Friendly Communities and the work surrounding it already has the endorsement and support of the NNHWP and its Older Persons Working Group. In committing to this alignment it may open up opportunities to access funding for this work.

- To not align with age friendly communities networks, and not commit to the development of age friendly communities and associated projects.

This option is not recommended as it would restrict the work of the NNHWP and its working groups in relation to Older People. Political buy-in is required to make the alignments as without it, any work completed would stand alone and be detached from national and global collaborations and there

	would be restricted access to support and potential resources including funding.
Consultation(s)	<p>Consultation has been held with the NNHWP and its Older people working group, including public health.</p> <p>The NNHWP, of which NNDC are the lead organisation, released a strategy and action plan for 2023 to 2026. The strategy was devised in consultation with partners from across statutory and voluntary organisations and charities, and three priority areas were addressed at individual workshops, which included input from wider stakeholders.</p> <p>Older people were identified as a priority area and, in response, a number of actions were identified to support work in this area.</p> <p>The first of these actions was the adoption of Age Friendly Communities and alignment with the UK and global networks for age friendly communities.</p> <p>At the inaugural meeting of the NNHWP Older Peoples Working Group, it was agreed unanimously to support this action and to request the political buy-in required to make these alignments.</p>
Recommendations	<p>Cabinet to receive the report and to formally confirm</p> <ul style="list-style-type: none"> • Political commitment and support for the development of Age Friendly Communities in North Norfolk. • Alignment with UK network of Age Friendly Communities (Centre for better ageing). • Alignment with the WHO Global for Age Friendly Cities and Communities, which should be evidenced by written confirmation of the political support from the leader of the Council.
Reasons for recommendations	<p>Political support and endorsement is required to enable alignment with and access to networks which will provide guidance, resources and peer support to progress the achievement of Age Friendly Communities in North Norfolk. With the current older demographic of the district and predicted increase of older residents in North Norfolk aligning with Age Friendly Communities will assist in developing a culture of supporting older residents and visitors to live and enjoy healthy and active later lives.</p> <p>In turn, this will support other services and systems within the district, including those provided by NNDC and health services, by reducing admissions to hospital and use of resources which are better provided elsewhere, increasing community and individual resilience, helping maintain independence and improving wellbeing.</p>

	The NNWHP have identified the development of Age Friendly Communities as an action within their 2023-2026 strategy and action plan. The Partnership's Older People Working group have agreed to support taking this task forward, alongside the work of NNDC and other partners, and support the request for political buy-in.
Background papers	<ul style="list-style-type: none"> • North Norfolk Health and Wellbeing Partnership Strategy 2023-2026 • Centre for Better Ageing – becoming an Age Friendly Community • WHO - The Global Network for Age-friendly Cities and Communities • Centre for Better Ageing – The State of Ageing 2022

Wards affected	All wards
Cabinet member(s)	Cllr Liz Withington & Cllr Wendy Fredericks
Contact Officer	Lucy Cubitt, Service Development Officer (Early Help and prevention), 01263 516233 lucy.cubitt@north-norfolk.gov.uk

Links to key documents:	
Corporate Plan:	<p>Developing our communities:</p> <p>Engaged and supported individuals and communities</p> <p>Increase accessibility and inclusion for all</p> <p>Promote culture, leisure and sports activities</p> <p>Promote health wellbeing and independence for all</p>
Medium Term Financial Strategy (MTFS)	No
Council Policies & Strategies	<p>Corporate Plan 2023-2027</p> <p>Quality of Life 2022-2024</p> <p>Community Engagement Strategy 2022-2024</p> <p>North Norfolk Health and Wellbeing Partnership Strategy 2023-2026</p>

Corporate Governance:	
Is this a key decision	No

Has the public interest test been applied	Yes
Details of any previous decision(s) on this matter	None

1. Purpose of the report

1.1 Age Friendly Communities

The purpose of this report is to introduce Age Friendly Communities, and to demonstrate the benefits of the achievement of Age Friendly Communities to the Council and residents.

1.2 Alignment with WHO and the centre for better ageing

Alongside the commitment to developing Age Friendly Communities across our district, political buy in is also required to align North Norfolk District with the UK network for better ageing and the WHO Global Network for Age Friendly Cities and Communities. A requirement of alignment with the WHO Global Network for Age Friendly Cities and Communities written confirmation needs to be provided by the Leader of the Council on behalf of the Council.

2. Introduction & Background

North Norfolk is home to the oldest population in the UK, where one in three residents are over the age of 65 (ONS 2022). In addition, we welcome millions of visitors to the district annually, many of whom also fall into this age category.

“In the last ten years, there has been an increase of 17.8% in people aged 65 years and over, a decrease of 5.6% in people aged 15 to 64 years, and a decrease of 4.0% in children aged under 15 years.” 2021 Census

2.1 Background to Age Friendly Communities

An Age-Friendly Community is a place that enables people to age well and live a good later life. Somewhere that people can stay living in their homes, participate in the activities they value, and contribute to their communities, for as long as possible.

The UK Network of Age-Friendly Communities is a growing movement, with over 60 places across the country committed to making their community a better place to age in. Almost 25 million people are living in an Age-Friendly Community.

The Age-Friendly Communities approach was developed by the World Health Organisation in 2007, in consultation with older people around the world. It is built on the evidence of what supports healthy and active ageing in a place and supports older residents to shape the place that they live.

By following this approach, local groups, leaders, councils, businesses and older residents will all work together to identify and make changes in both the physical and social environments. This includes improving transport, outdoor spaces, volunteering and employment, leisure and community services.

2.2 The World Health Organisation Age Friendly approach

Age-Friendly Communities is an evidence-based, globally- recognised approach for creating communities that are better places to age:

Targeted use of resources

Age Friendly Communities supports communities to understand the unique challenges and opportunities that demographic change poses to their place and then make decisions about where to use limited resources to make the biggest difference.

Takes a preventative approach

Age-Friendly Communities work to support people to remain active and more connected for longer, resulting in better health outcomes, and less reliance on critical and crisis responses.

Embeds the voice of older people

At the heart of an Age-Friendly Community is the meaningful engagement and involvement of older people. They ensure that older people can shape their local community and place, so that services and spaces work for people as they age.

System-wide, partnership approach

Many different people and sectors affect how well we age in our local area. Age-Friendly Communities bring public, private and voluntary sector partners together so everyone can understand their role and take action to make improvements. The North Norfolk Health and Wellbeing Partnership Older People group has already agreed commitment to the scheme.

Brings everything together

Becoming an Age-Friendly Community is not just about starting new things, it's a way to bring together and make visible all the work that is already happening in your community which is age-friendly.

Support from the UK Network of Age-friendly Communities

By becoming members of the UK Network, North Norfolk District Council would be joining a growing movement of places, giving us access to contacts, ideas and expertise from the UK and across the globe, for no cost.

The Centre for Ageing Better works with the Network to provide guidance, connect places and offer support to member communities in their efforts to become more age-friendly.

Support for the Network includes access to:

- Weekly peer learning events sharing good age-friendly practice and research
- An annual in-person conference
- Training and workshops on embedding the age-friendly approach
- Case studies of good practice
- Connections to peer across the country facing similar challenges

3. **Proposals and Options**

Led by North Norfolk District Council, and in collaboration with the member organisations of the North Norfolk Health and Wellbeing Partnership and its Older People Working group, we propose to align with the UK network of age

friendly communities and Global network of age friendly cities and communities in order to utilize the resources and best practice examples available to support with shaping age friendly communities across the North Norfolk District.

Work will commence utilizing existing resources, such as the Community Connector team to complete some initial scoping exercises to engage with older residents in their communities across the district. This initial feedback, along with data provided by Public Health, will be used to steer projects, schemes and services that support healthy ageing and community resilience that is relevant and impactful for the unique area needs.

4. Corporate Priorities

Developing our communities:

Engaged and supported individuals and communities

- * Ensuring that people feel well informed about local issues, have opportunities to get involved, influence local decision making, shape their area and allow us to continue to improve the services they receive.

- * Ensuring that the needs of harder to reach groups are not overlooked; through identifying, understanding and removing barriers that might hinder engagement with the council.

- * Supporting our communities to become more resilient, self-reliant, and inclusive and embrace their diversity

Increase accessibility and inclusion for all

- * Building upon our dedicated statement of wanting to make North Norfolk more accessible and inclusive for all.

- * Creating active environments for all ages and abilities.

Promote culture, leisure and sports activities

- * Championing North Norfolk as a place where residents and visitors can enjoy inclusive cultural opportunities, and healthy leisure and sport activities.

- * Working with partners to support and develop participatory and community sports and cultural events.

Promote health wellbeing and independence for all

- * Tackling the COVID legacy of loneliness and isolation felt by those most impacted across our communities.

- * Growing the work in reaching out to our communities and provide additional focus to the work being undertaken to support the most vulnerable.

- * Working with partners to promote healthy lifestyles and address health inequalities faced by our communities.

5. Financial and Resource Implications

The decision by the Council to commit to the alignment with the global and UK networks for age friendly communities, will not in itself cost anything other than officer time. There are no annual subscription charges or contributions to be made to become aligned with the global and UK networks.

However, any further work beyond this will require funding. The Council does not currently have a specific budget for any such work. The North Norfolk Health and Wellbeing Partnership does have access to some limited funding, and it is possible that some of this may be utilised for this purpose.

If any initiatives do require funding by NNDC then budget savings will need to be found to fund these or an external source of funding will need to be identified.

Officers will work to secure resources for each community project as it is being developed.

The options to acquire funding for a dedicated age friendly communities coordination post is being explored, and an application to the National Lottery Reaching Communities Fund is being considered. However this may have Human Resource implications for the Council which would need to be considered and approved before any such appointment is made. This is not a requirement of alignment with the networks, nor the development of age friendly communities, but would support the work in a dedicated capacity.

6. Legal Implications

None identified

7. Risks

Not aligning with the UK and/or global networks will risk NNDC and the Health and Wellbeing Partnership from being able to access helpful resources and may reduce opportunities for wider collaborative working and potential funding sources in future.

Political support and buy-in is required to align with the networks, regardless of whether NNDC, the partnership or any other organization on behalf of the district lead on the Age Friendly Community work.

8. Net Zero Target

No adverse effects

9. Equality, Diversity & Inclusion

Aligning with Age Friendly community networks and developing Age Friendly Communities in North Norfolk will help in progressing further work that will ensure that all residents have the opportunity to age well in the district. The subsequent work after alignment will include developing a range of projects that will support an array of groups within communities, alongside the focus upon our older residents, such as those with disabilities and other vulnerable groups and individuals.

10. Community Safety issues

None

11. Conclusion and Recommendations

- North Norfolk has the oldest population in the UK
- Every year the district welcomes millions of visitors, many of whom older individuals
- The district remains popular with retirees for relocation
- The NNDC Corporate plan commits to developing our communities, including engagement and supporting communities, inclusivity and accessibility
- The North Norfolk Health and Wellbeing partnership have identified Older people as a key priority for work within their 2023-2026 strategy and action plan

- The NNHWP older people work group have agreed to commit to developing age friendly communities across the district, with a community led focus
- Political buy-in is required to align with the UK network for age friendly communities and the WHO Global network of age friendly cities and communities, which will provide useful resources, good practice examples and opportunities for collaboration and peer support.
- Recommendations are to agree commitment to the development of age friendly communities, to align with both the UK and global networks and to support the work of the North Norfolk Health and Wellbeing partnership in developing age friendly communities in the district.

S151 Officer comment.

This report is seeking the support of the Council to align with the UK network for Age Friendly Communities and the World Health Organisation (WHO) Global Network of Age Friendly Cities and Communities and to work with the NNWHP in supporting older people to age well in the district. There are no financial implications associated with this. However any work beyond this will incur expenditure for which there is currently no budget. Therefore before any work commences either a budget or an external source of funding will need to be identified that will cover the expenditure. If there is any consideration being given to employing a member of staff (as described in Paragraph 5 this will need to be approved by full Council first as it will be an increase to the establishment.