



*Ageing Well
in Surrey*

Surrey's Commitment to
Ageing Well



Surrey's Commitment to *Ageing Well*

What is Ageing Well?

Society is changing, and advances in health and living conditions are helping people live longer. In Surrey we have a growing number of people living longer, which is a reason to celebrate. We need to embrace the benefits of living longer, recognise the many ways older people contribute to society; contribute to local communities and build on the major opportunities for improving the wellbeing of people in Surrey as they age.

Older people can bring huge value to local communities in terms of their collective experience, knowledge and skills. They are professionals, volunteers, parents, grandparents and carers and we need to focus on what matters to them.

Older people must remain an active and engaged part of their community, which will in return reap benefits for the local community.

Increased numbers of older people in society will inevitably create additional demand for health and social care services and other forms of support in later life. But it is important that we move beyond the negative perception of older people as passive 'users' of services and value the contribution that older people make to their communities.

Social isolation is a significant issue for many older people; one in four people over the age of 65 have depression and 40% of over 85s have debilitating depression which affects

their ability to engage in daily activities. We need to ensure that older people have the opportunities they want in local communities and work with public services to design these services.



Key to ensuring we can enjoy a positive experience of living longer is to ensure we have planned and prepared for the associated challenges both as individuals and as a society. Older people themselves must be at the centre of decision making about services and at the heart of designing new ways of working. The Ageing Well programme in Surrey is a collaborative programme of work between the voluntary sector, public health, social care and wider partners to ensure these themes are being addressed across the county.

This Ageing Well Commitment has therefore been developed and agreed by Surrey County Council and the Ageing Well Steering group to challenge us to think about what we need to do both as a society and individually to create healthy and vibrant communities fit for a population with more older people than ever before.

The Local Government Association's Ageing Well programme gathered older people's views of what it means to them to age well:

- Maintain dignity, independence and control and be treated as equal citizens
- Make a positive contribution, and feel purposeful and cheerful
- Participate in the social activities and networks that connect them to other people
- Have a healthy lifestyle that maintains physical and mental wellbeing
- Cope effectively with life events
- Live in a place that promotes a good quality of life
- Be able to get around: to shops, friends and activities.



What is this Commitment?

The Commitment is a public statement of intentions which sets out what organisations, groups of people or individuals aim to do.

This Commitment will describe specific pledges which have been identified by older people in Surrey as issues that will ensure that people can age well in Surrey. We are approaching other partners in Surrey to sign up to the commitment and select specific pledges that they want to address in their local area.

These pledges will be used to help shape Surrey's response to the fact we are living longer and healthier lives. They offer all Surrey agencies a set of shared guiding principles and values, which can help plan and deliver services in conjunction with local people. It can be used by the wider public in Surrey to raise awareness and be a 'call to action' when individuals face age inequality in the county.

Why do we need a Commitment?

A Commitment will ensure that across Surrey collectively and individually we are working towards the same aims of changing perceptions of getting older and making Surrey a place where people want to live and age well, ensuring:

- **There is a coordinated approach to delivering better outcomes for older people**
- **That older people from all communities are central to the development, planning and monitoring of services**
- **That there is a wide range of well coordinated initiatives and opportunities in Surrey that enable people to age well**
- **That good practice will be shared to develop new ways of working and to drive up the standards of services**
- **That perceptions of older people are changed by challenging the way people think about older people and how we work and engage with older people as a society.**



This is what Ageing Well means in Surrey - sign up to the pledges

After local consultation with residents and key stakeholders ten pledges have been developed which organisations and individuals can sign up to:

1. I/ we will ensure that people feel included as full and equal members of the community and are not socially isolated or excluded. That they have opportunities to be involved socially and economically and are able to play an active role in the community if they wish regardless of age, disability, race, religion or belief, sex, sexual orientation or caring responsibilities;

2. I/we will enable people to get out and about on transport easily;

3. I/ we will ensure people know where to access clear advice and information that will help people remain independent and in control of their lives as they age;

4. I/ we will ensure people will have access to supportive technology that enables people to live independently in their own homes;

5. I/ we will encourage people to be active, eat well and be informed about how to stay healthier both physically and mentally;
6. I/ we will ensure people will have access to practical help and support available from competent, trustworthy and affordable agencies for activities such as housework, home maintenance, gardening and shopping

7. I/ we will ensure that people with additional or particular needs are supported flexibly at critical times, for example those with older people living with dementia and older people who need assistance after a period of illness and/or bereavement

8. I/ we will ensure that support is available to people that allows them to feel safe and secure at home and when out in the community;

9. I/ we will ensure that people are as aware of relevant allowances such as the Attendance Allowance or grants to seek to ensure financial stability with as much control as possible over money;

10. I/ we will ensure that carers will have access to timely and accessible support.

Get involved

Local individuals, organisations, groups, businesses and charities should review and enhance their current practice and plans in light of this document and ensure they are effectively following and incorporating the identified pledges into their work. This document shows our ongoing commitment to residents in Surrey and we want it to be part of an ongoing engagement process that encourages people to take part in developing local services.



For more information on Ageing Well activities and events or to get involved at our Ageing Well Steering Group, please contact us.

Write to us at:

**Ageing Well, Room G39,
Surrey County Council, County Hall,
Penrhyn Road, Kingston-upon-Thames,
Surrey KT1 2 DN.**

Email us at:

ageing.well@surreycc.gov.uk

Call us:

020 8541 8719.



Who has developed the Commitment?

Older people in Surrey, Surrey County Council (Adult Social Care and Public Health), Age UK Surrey, Borough and District Councils, Surrey Care Association, Action for Carers Surrey, Surrey Local Involvement Network (LINK), Surrey Coalition of Disabled People and Surrey Community Action and Surrey Minority Ethnic Forum.



How these pledges will be achieved

Listening to the voices of older people and working in partnership with them to develop accessible services which will meet their needs and address any barriers they may face.



Working in partnership to celebrate living and ageing well and create opportunities to ensure local people have the best possible later life.



Examples of practice that inspire us

A local asset based approach to ageing well: work with local older people, statutory bodies and voluntary organisations to draw on existing resources, develop new ideas for working in the community and build up momentum for change.

Surrey Minority Ethnic Forum's 50+ event: 120 individuals and carers from black, minority and ethnic communities joined together to celebrate growing older. The event was organised with Age UK Surrey to raise awareness of services and to listen to the aspirations of the BME community as they grow older in Surrey.

Intergenerational Schemes – linking older people who want to volunteer with local schools that need additional support e.g. a volunteer to go in and read, bake, garden with pupils. Volunteering opportunities for pupils e.g. local children to take out the refuse for older people.

Age UK Surrey's Healthy and Wellbeing Service: the department runs outdoor and indoor activities such as walks, cycle rides and healthy eating courses specifically aimed at older people.

How these pledges will be achieved

Providing up to date advice and information on opportunities for ageing well at the right time, in the right place and in the right way.



Examples of practice that inspire us

Social Prescribing – GPs can now offer a social prescription, which provides people with information on what activities and opportunities are available for them in their local community. It can enable people to become more engaged and a part of their local community. Local volunteers can be used to offer this service in GP practices. The Surrey Information Point website – www.surreyinformationpoint.org.uk - offers an information prescription which may offer people similar information.

Information and Advice Services:

Age UK offer an information and advice service which also has outreach to bring information to people where they want it.

Building on existing work to identify and address borough and district level priorities and support the development of local planning.



Surrey Wellbeing Centres: for people with early onset dementia. They will provide information, support and a pathway into appropriate assessment and support services, with the aim of slowing the impact of the disease, enhancing quality of life and supporting carers. It is a joint programme between the county council, Alzheimer's Society, district and borough councils and Surrey and Borders Partnership NHS Foundation Trust.

Designated Older Person's Fire Officer:

Surrey Fire and Rescue has a designated officer for older people. The officer can install smoke detectors and give a home safety check.

How these pledges will be achieved

Reducing isolation and loneliness and enabling people to live independently in their own homes: Including reducing digital exclusion, geographical isolation and barriers that arise due to belonging to an ethnic minority or faith group.



Examples of practice that inspire us

Dementia Dog – a pilot project in five areas to help prove that dogs can make a difference to dementia care. The aim of the project is to bring dogs back into people's lives with dementia, be that as a full assistance dog programme, or through a network of visiting dogs or supporting families to find the best pet dog for them and their particular needs. Dogs can help maintain a routine, keep people active and engaged in their local community.

Making Connections, Age UK Surrey: a volunteer scheme which aims to re-engage people with their local community. A volunteer will be matched with a person and will work with them for up to 3 months to identify their needs and then match the person to appropriate activities and schemes that they may like to attend. To encourage attendance the volunteer may attend the event/ activity for the first couple of times with the person.

Reducing variations in service (where appropriate) and unequal access to activities and support or services. Gain an understanding of why services might differ between areas and age groups.

Meals on Wheels – The county council and district and borough councils are working closely to ensure that a meals-on-wheels service is offered from in every district and borough council and that the service offered is more flexible.

Telecare – The county council and district and borough councils are working closely to offer a more universal and equitable telecare service across the county to increase take up of the telecare.

How these pledges will be achieved

Promoting active citizenship by providing different opportunities for older people to become involved in their communities and contribute to society for as long as they wish, for example through work, volunteering or activities that include all ages.



Celebrating living longer and support a change in attitudes to later life and strong family and intergenerational involvement.



Examples of practice that inspire us

Men in Sheds – why every man needs a shed! A popular scheme for men over 60. The schemes are run from well equipped sheds, with some form of coordinator on hand and it gives men a purpose to get together and do something practical and meaningful. It gives men a chance to make new friends; experience camaraderie; put practical skills to good use; try something new and support their local community.

Volunteer Centres and Outreach Points: coordinated by Surrey Voluntary Action Network, matching local people with suitable volunteering opportunities.

Big Skills Share: getting communities involved with UK Older People's Day, by taking time out to celebrate the contribution older people make in communities. Organisations, schools and youth groups will organise various activities and events to highlight how different generations have a lot to offer each other.

Age UK campaigns: to change stereo-typical attitudes with regard to older people.

How these pledges will be achieved

Encouraging others to take account of older people's need for a safe and pleasant environment to live in.



Examples of practice that inspire us

Memory Aware High Streets: the idea of a kitemark for shops and facilities that want to encourage people with particular needs is not new. Schemes for people with learning disabilities in Sheffield and Milton Keynes already exist. Plymouth has become the first city to have a memory aware high street, 400 businesses have signed up. The key is about the people participating, raising their awareness, having staff awareness training, help cards for people with dementia, posters for participating businesses.

Surrey Healthy Homes Partnership: a multi-agency approach to keeping people warm and healthy during the winter, for example through emergency boiler repairs, information, advice leaflets and training for frontline workers and volunteers to support people struggling to pay fuel bills.

Influencing employers to make adjustments to enable older people to have more flexible working arrangements.



Employers' Network for Equality and Inclusion: the network has over 250 members and has a specific Employer's Age Forum.

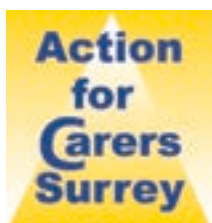
Employment: B&Q is well known for employing older workers over 50 and challenging stereotypes of older people. In the late 80's B&Q was rapidly expanding and ran an experiment at a new store in Macclesfield. The store was entirely staffed by people over 50. The store outperformed all other stores in terms of customer service, short term absenteeism, staff turnover and sales.

How these pledges will be achieved	Examples of practice that inspire us
<p>Promoting opportunities for learning and acquiring new skills regardless of age, including access for older people from black and minority ethnic groups.</p>	<p>Adult Learning: courses targeted and tailored to older people such as community computer courses or cookery skills for men.</p> <p>Computer drop-in centre: run by Age UK Surrey, open every day to assist older people with learning new technology.</p>
<p>Recognising and increasing social capital, formal and informal development of community support and relationships i.e. building communities.</p>	<p>Dementia Friendly Communities: working with the local community in its widest sense to raise awareness of dementia this can include the practical environment e.g. how open spaces or the street scene is designed; raising awareness of local professionals e.g. police officers. This will increase the social capital within local communities.</p> <p>Timebanking: a way for people to use their everyday skills to help each other. People can give say, one hour of help to another person or organisation and 'earn' a onetime credit. The other person or organisation receiving the help then owes a onetime credit. They pay it back by helping somebody else.</p>





This Commitment has been designed as a living document, which will be developed and refined over time. These are the organisations that have already signed up to the Commitment but we would like as many local individuals, groups, organisations, businesses and charities to sign up and help deliver the Ageing Well pledges.



The local district and borough councils.



