

Report subject	Working together to build an Age Friendly Community for all: State of Ageing report in Bournemouth, Christchurch and Poole
Meeting date	21 October 2024
Status	Public Report
Executive summary	<p>This report provides an update on BCP's Age Friendly Communities partnership and highlights the key takeaways from the new State of Ageing report for BCP.</p> <p>This partnership has grown into a thriving collaborative network, with a breadth of partners working together to empower people to age well, feel part of their local communities and build community resilience. With the help of external funding, the partnership is now in its third year and is well established with a local action plan and sharing best practice through the UK national steering group.</p> <p>The State of Ageing report brings together a range of data sources to provide a detailed picture of older people and their experience of ageing in Bournemouth, Christchurch and Poole. This report aims to provide data-driven insights to guide policy and interventions; and encourage proactive measures across the integrated care system to improve the quality of life of our local older population.</p>
Recommendations	<p>It is RECOMMENDED that Board members:</p> <ul style="list-style-type: none"> a) Recognise the contribution that BCP's Age Friendly Communities network of partners provides in helping older people to age well, stay independent for longer and potentially thrive within their communities. b) Use the insight from the State of Ageing report, alongside the JSNA (Joint Strategic Needs Assessment), to understand the demographic issues of our older population, to better plan for growth and demand on services across the system.

	<p>c) Facilitate work between the Age Friendly Communities partnership and system partners in response to the report finding, in order to review and improve on the age friendliness of services and support.</p>
Reason for recommendations	<p>The State of Ageing report brings together a wealth of information to plan for current and future demands on our health and social care services. It provides insight on a wide range of services that impact a person's health and wellbeing, including housing, social connections, transport, urban design and public spaces. It is important that the system not only recognises the level of demand, but is able to invest time and resource to effectively listen and better respond to the real community needs by humanising the process.</p> <p>The report includes data on those aged 50 years and above, which enables a focus on earlier intervention and prevention, helping people to better plan for life stages and trigger points, rather than in a crisis response. In turn, this creates greater opportunity for prolonged wellbeing and adaptations to be able to age well.</p> <p>BCP's Age Friendly Communities partnership brings together a network of committed partners, including community groups and ambassadors, that share a common goal of creating more age friendly communities where <i>"people can stay living in their homes, participate in the activities they value, and contribute to their communities, for as long as possible"</i>.</p> <p>Using an asset-based community development approach, the partnership has seen community-led activities within neighbourhoods, alongside local businesses and partners stepping up and showing their commitment. It aids information sharing about services, community support and local activities through supportive and trusted networks, and continues to strengthen network and resident connections through events and activities.</p> <p>The partnership demonstrates how communities that are working together on issues that matter to them can create meaningful connections of voluntary and community sector and Integrated Care System (ICS) partners. This offers new opportunities for early help, intervention and prevention to reduce health inequalities.</p> <p>This new data and insight report creates further opportunity to breakdown silo working, and consider ways for a more</p>

	council-wide, as well as system wide approach to embed age friendly practices within services and support.
Portfolio Holder(s):	Cllr Sandra Moore, Portfolio Holder for Communities and Partnerships
Corporate Director	Jillian Kay, Director of Wellbeing
Report Authors	Amy Gallacher, Community Initiatives Manager. Communities and Partnerships team, BCP Council Sara Ireland, Principal Analyst, Insights team, BCP Council
Wards	Not applicable
Classification	For Update and Information

Background about BCP's Age Friendly Communities partnership

1. The World Health Organisation defined a framework of eight domains (through extensive research with older people) that are important in creating an Age friendly community: *"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."*
2. BCP's Age Friendly Communities partnership (AFC) uses an asset-based approach to this framework, with a vision for "Bournemouth, Christchurch, and Poole to be age friendly places to live, work, and visit".
3. Since the recruitment of a dedicated Age Friendly Communities Coordinator within BCP Council in July 2022, it has strengthened our ability to focus on this community partnership to help people to age well.
4. This programme was initially funded through BCP Council for one year, and has since been extended using external funding from UK Government, initially through the UK Shared Prosperity Fund and the Accelerating Reform Fund until the end of March 2027.
5. The local network includes over 200 representatives and is led by an independent Chair alongside statutory organisations, businesses, voluntary sector, community groups, and Age Friendly Ambassadors. Partners include Bournemouth Town BID (Chair), PramaLife, Bournemouth University, Community Action Network, Dorset Healthcare, HACT (Housing Association Charity Trust) and local charities such as Poole u3a and Christchurch Community Partnership.
6. BCP Council's Age Friendly Coordinator works closely with the UK Centre

for Ageing Better to share and exchange knowledge about age friendly work across 50+ cities/towns. Her enthusiasm has led to her be invited to become a representative on the national steering group.

7. In March this year, BCP was accepted to become part of the WHO's Global Network of Age Friendly Communities, a goal for many years, and was recognised as a recent achievement in BCP Council's corporate strategy.
8. The work of the partnership supports the Council's shared vision to *"support people to live independent, fulfilled lives, staying healthier for longer"* and by *"working with partners to improve resident's health and wellbeing outcomes and reduce inequalities"*.
9. The partnership has created a joint action plan with partners, with the key three priorities until April 2025 being to:
 - engage with older adults and our partners
 - help older adults to participate socially and connect with their communities
 - work with local employers on age friendly practices
10. As part of its work, the partnership wanted to create a baseline assessment to understand what it's like to age in the BCP area. The Communities team requested the support of the Insights team earlier this year, who gathered information from a range of data sources.
11. The report is complimented by knowledge gathered through community engagement and listening to the views of older people. For instance, Bournemouth University's PIER team facilitated four engagement events in March 2024. It used an appreciate enquiry approach to "Starting a conversation: [Envisioning an age friendly community in BCP](#)".

Key takeaways from the State of Ageing report

12. This State of Ageing Report provides a detailed picture of older people and their experience of ageing in the Bournemouth, Christchurch and Poole, including analysis at a ward level. It covers people aged 50 and over in line with national State of Ageing analysis.
13. It presents a baseline for strategic planning to ensure all individuals can age well. Data has been used from a variety of sources including the 2021 Census, to evaluate the experiences of older people and identify disparities among different groups.
14. The report has been produced as a slide deck, and accompanied by an executive summary, both of which are available on BCP Council's Age Friendly Communities [webpage](#).
15. Key threads that emerged through the facilitated Bournemouth University conversations included the importance of connection, belonging, friendship, community, health and wellbeing, and desire to remain active and useful.

Demographics

16. There are currently 166,000 older people aged 50 or over in the BCP area, expected to rise to 181,000 by 2031 (41% of the total population). There is a significant presence of post-war and sixties baby boomers. As a result, population growth will be primarily among those aged 75-84 in the short term to 2026, and those aged 65-74 and 85+ in the medium term to 2031.
17. Around 3% of people aged 50+ in the BCP area do not speak English as their main language, with some unable to speak it well. The diversity of languages spoken in the area requires tailored communication strategies to ensure inclusivity.

Deprivation and Income

18. Around 13% of people aged 60 or over in the BCP area live in relative poverty, with significant variation across neighbourhoods. The highest levels of deprivation are found in Boscombe West, Bournemouth Central, East Cliff & Springbourne, and Kinson wards.
19. Nationally, there is a lower pension credit uptake than those eligible to receive it. In the BCP area an estimated 6,000 people are not claiming pension credit despite being eligible. Areas estimated to have the highest shortfall in claimants are Newtown & Heatherlands, Kinson, and Alderney & Bourne Valley suggesting potential for improvement in uptake.
20. There has been a steady increase in the percentage of economically active individuals aged 50 and over, particularly noticeable among those aged 50 to 64. A lower proportion of older women are in employment compared to men, with caregiving responsibilities being a significant factor.
21. A sizeable number of individuals aged 50 to 64 are economically inactive, with concerns over the growing number of working-age individuals who are economically inactive post-Covid. There has been an increase in economic inactivity due to long-term sickness, with a notable rise in Disability Living Allowance or Personal Independence Payment claimants.
22. People aged 50 and over contribute disproportionately to unpaid care, often balancing this with work, and a higher proportion of women are involved in caregiving roles. There are 21,000 unpaid carers aged 50+ represent in the BCP area, almost 2/3 of all unpaid carers.
23. Caregiving can adversely affect the health and well-being of unpaid carers, especially those dedicating a substantial portion of their time to it. Therefore, supporting unpaid carers must be a key focus.
24. The report emphasises the importance of supporting older workers to remain in fulfilling work through accommodating changing health needs and caring responsibilities and providing access to training and development into later life. It also points out the inequalities in who leaves the labour market and how, with lower income groups more likely to leave employment due to ill health, and not retirement.

Health, care and support

25. Most older people living in the BCP area report being in good health, but there is a notable increase in disability and ill-health with age. However, a sizeable portion of the older population in BCP have at least one long-term condition (LTC), with hypertension being the most common.
26. The prevalence of multiple LTCs increases with age, presenting challenges not just for individuals but also for families, and care and support services. As the older population increases, the number of people living with ill-health and with multiple long-term conditions will increase too. This will generate significant additional demand for future care and support services.
27. Falls are a significant cause of emergency hospital admissions for older adults, and BCP has higher rates of such admissions compared to England overall.
28. Dementia prevalence in BCP is also higher than the national average.
29. A high proportion of over 55s in BCP are physically active, but there is still a significant number who remain relatively inactive, highlighting the importance of promoting healthy lifestyles among older adults.
30. There are notable health inequalities in BCP, with more deprived areas experiencing poorer health and lower life expectancy, highlighting the need for targeted interventions. The report emphasises the importance of addressing these inequalities to improve outcomes for older residents.

Housing

31. Most older people aged 50 or over own their homes, but there is a growing trend of private renting.
32. A proportion of homes are classified as non-decent, and many older adult households live in homes with poor or no energy efficiency ratings.
33. Lower energy efficiency makes homes harder to keep warm and more expensive to heat. 6 in 10 older people are more likely to cut back on energy usage due to the cost-of-living crisis.
34. Cold homes can increase the risk of adverse outcomes, such as respiratory problems, poor mental health, increased risk of falls and exacerbate long-term conditions. Fuel poverty is estimated to contribute to 10% of excess winter deaths.
35. In BCP around 27,000 (15%) all households are one-person households aged over 66 and living alone.
36. There is high level of underoccupancy in housing, with around 24,500 older households living in under-occupancy i.e. have more rooms than needed.
37. There is a predicted increase in the number of older adults with mobility issues, highlighting the need for accessible housing and adaptations. or adaptability and accessibility.
38. A commonly-held misconception is that most older people want to downsize or enter specialist accommodation such as retirement communities. However, for most the priorities are to stay close to friends and family, in a house that suits their needs, and to have access to good facilities such

green spaces and transport. Therefore, it is essential to offer a range of housing options to cater for the diverse needs, to help older adults live independently, stay connected to their communities, and reduce social care and health costs.

Getting out and about

- 39. Concessionary bus pass uptake in the BCP area is high, especially among the 75-84 age group, but lower for women aged 85+.
- 40. Urban design issues can hinder active travel and access to public transport, leading to social isolation. Satisfaction with pavement maintenance and street cleaning is low among older individuals.

Social connection and sense of belonging

- 41. Maintaining strong social connections is crucial for older adults. Being part of a community helps reduce feelings of loneliness and isolation.
- 42. Older adults, especially those in their mid-60s to mid-70s, are actively engaged in volunteering, contributing significantly to their communities. 18% people aged 55+ volunteered at least once a month in the last year.
- 43. Older people face challenges around communication. Some struggle with the increased digitisation of information and services. Age and socio-economic status are proven to be major factors affecting internet use.
- 44. An estimated third of older people aged 55+ suffer from some level of hearing loss, which can also impair effective communication and lead to social isolation.
- 45. Effective communication and timely sharing of information is at the heart of an age friendly community. When information is easy to see, hear, and understand, everyone benefits. Therefore, this must be a priority across all organisations.

BCP Age Friendly Communities partnership – Highlights and Key activities

46. Collaborative working and sharing information across the network:

The coordinator creates a monthly newsletter with information from the network, dedicated webpages on BCP Council, and face to face meetings at Forums, quarterly steering group meetings and smaller network/ action groups by focus areas, with agendas being driven by participants. There is also a designed shared logo and a Facebook group.

- 47. **Community events and activities:** The coordinator facilitates community activities to mark significant events, such as the UN's International Day of Older Person's on 1st October annually. This year, one of our ambassadors and amateur photographer Louise Ahrens, worked with five local older residents to recreate iconic album covers to challenge stereotypes of ageing. This has received exceptional international media attention, including coverage in local news (Echo, BBC South Today) national newspapers (Daily Express, Mirror, Daily Star) and national media (Lorraine

TV show, Jeremy Vine radio show), and international press (New York post).

48. **Age friendly training:** Created with support from the Age Friendly Ambassadors includes: What is an Age friendly Community and why this is important in BCP, Ageism Awareness and Age Friendly Communication. Since the start of July, we have reached nearly 50 partners and staff. There is interest from some Age Friendly Ambassadors to lead the training themselves with their community groups. In person Dementia training to staff is also delivered by PramaLife manager.
49. **Age Friendly Ambassadors:** This new role was developed earlier in the year, and there are now over 25 ambassadors involved for BCP. At the recent Ambassador meeting, they set out priorities for engagement with residents over the coming months including Pension Credit Awareness and Age Friendly Training. Ambassadors have used their skills to support international Day of Older People, create support resources e.g. New BCP Carer Support Podcast (launch October) and helping the role grow. They will now be attending the Age Friendly Steering Group to allow information exchange between residents and the Age Friendly Network.
50. **Working with local businesses:** The coordinator has connected care homes and local hotels that were interested in working with the Centre for Ageing Better on their national framework for an Age Friendly Employer pledge. The coordinator is also working with Bournemouth BID to improve Age Friendliness of Bournemouth town centre through initiatives such as the “take a seat” campaign.

Summary of financial implications

51. No set financial implications for the HWB Board except the request to consider how they can help with the long term sustainability of the partnership.

Summary of legal implications

52. None identified at present

Summary of human resources implications

53. The Age Friendly Communities Partnership is currently reliant on limited resource and generous partnership working from the Chair and others. Whilst there is funding until March 2027, this is limited to funding solely the Coordinator post, and does not include funds for actual activity and delivery, or for other members of the partnership and their time. Consequently, the Partnership lacks a longer-term sustainable resource and funding strategy.

54. The Partnership's action plan includes several short-term objectives that could become delayed without sufficient focus and resources.

Summary of sustainability impact

55. The partnership creates opportunities for local communities to come together, including encouraging social connections within local neighbourhoods, or becoming part of volunteering opportunities, such as helping in local open spaces. This in turn has a benefit on the local environment.

56. The cost of living crisis response has raised awareness on energy efficiency, such as more energy-efficient cooking equipment, which in turn is helping to reduce carbon emissions.

Summary of public health implications

57. The State of Ageing report and Age friendly communities work both compliment the JSNA strategy for BCP. There are further opportunities to link this work more closely together.

Summary of equality implications

58. The Equality Act 2010 includes provisions that ban age discrimination against adults in the provision of services and public functions. It is unlawful to discriminate on the basis of age.

Summary of risk assessment

59. Failing to utilise the insight from the report may mean that some services may struggle to keep up with growing community demand.

Background papers

[State of Ageing report in BCP](#), Autumn 2024

[Executive Summary](#): State of Ageing report in BCP, Autumn 2024

[Starting a conversation](#): Envisioning an age friendly community in BCP