Don’t stop me now … one year on

Audit Commission National Study
November 2009

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Part 1 : The messages in 2008

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England's population is ageing

- In 2009 17.7 million will be 50 or over. By 2029 this will increase by more than a quarter to 22.9 million

- In 2009 34% of the population will be 50 or over. This will increase to 40% by 2029.

- All areas will be affected – but some more significantly than others. West Somerset will have the highest over 50 population in 2009 (53%). This is set to increase to 63% by 2029

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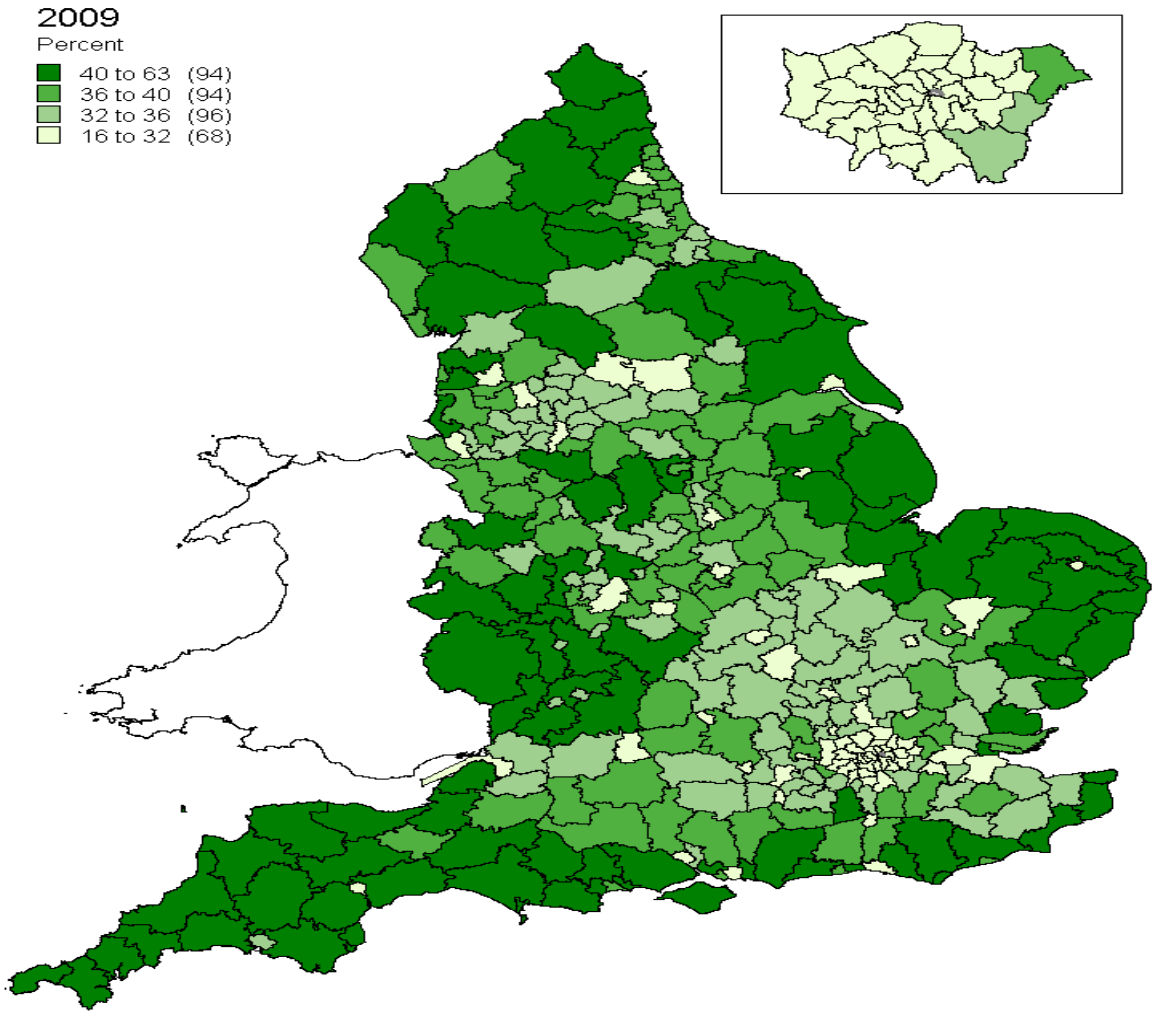
2009 - 34% of the population 50 or more

People aged 50+ as a proportion of the population



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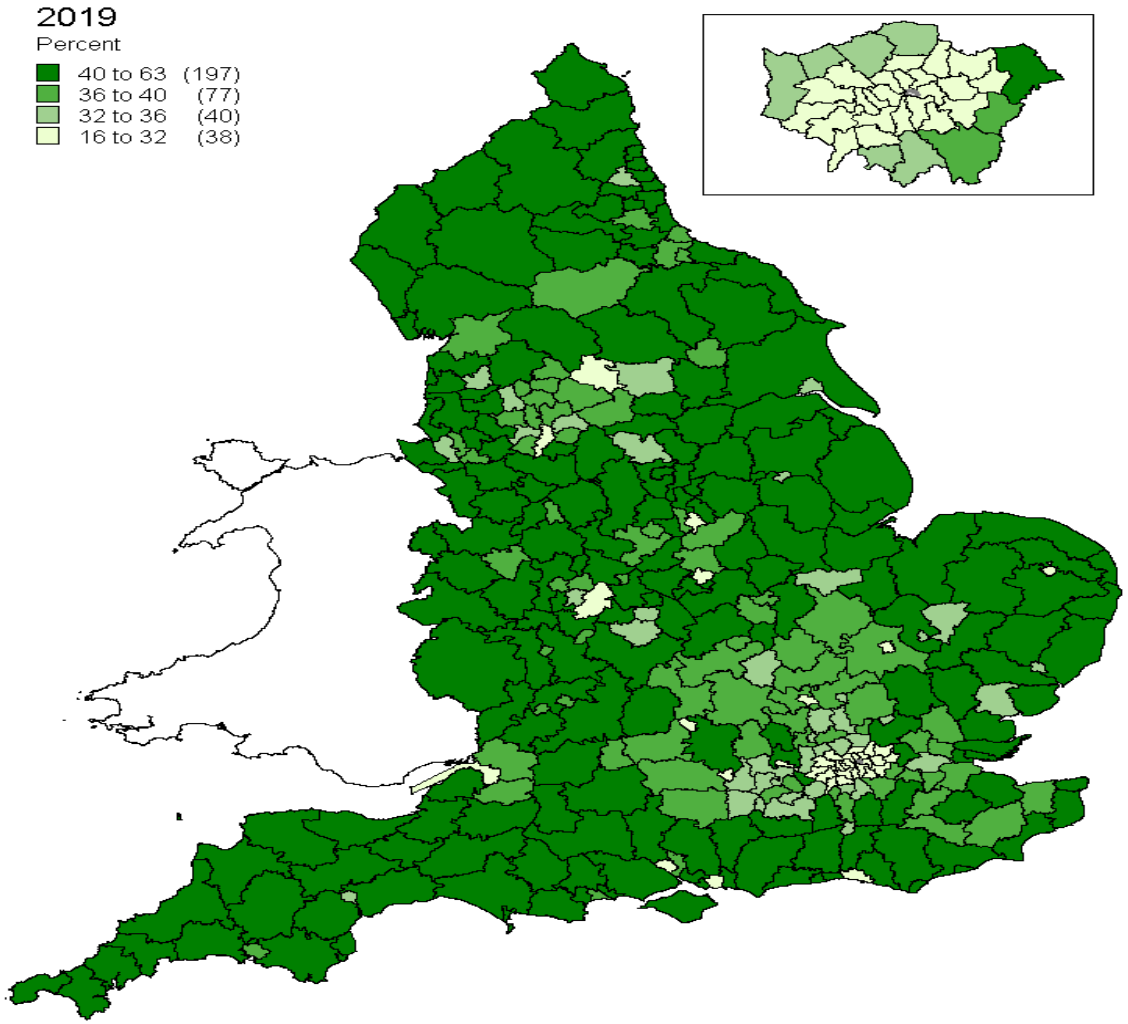
2019 – 38% of the population 50 or more

People aged 50+ as a proportion of the population



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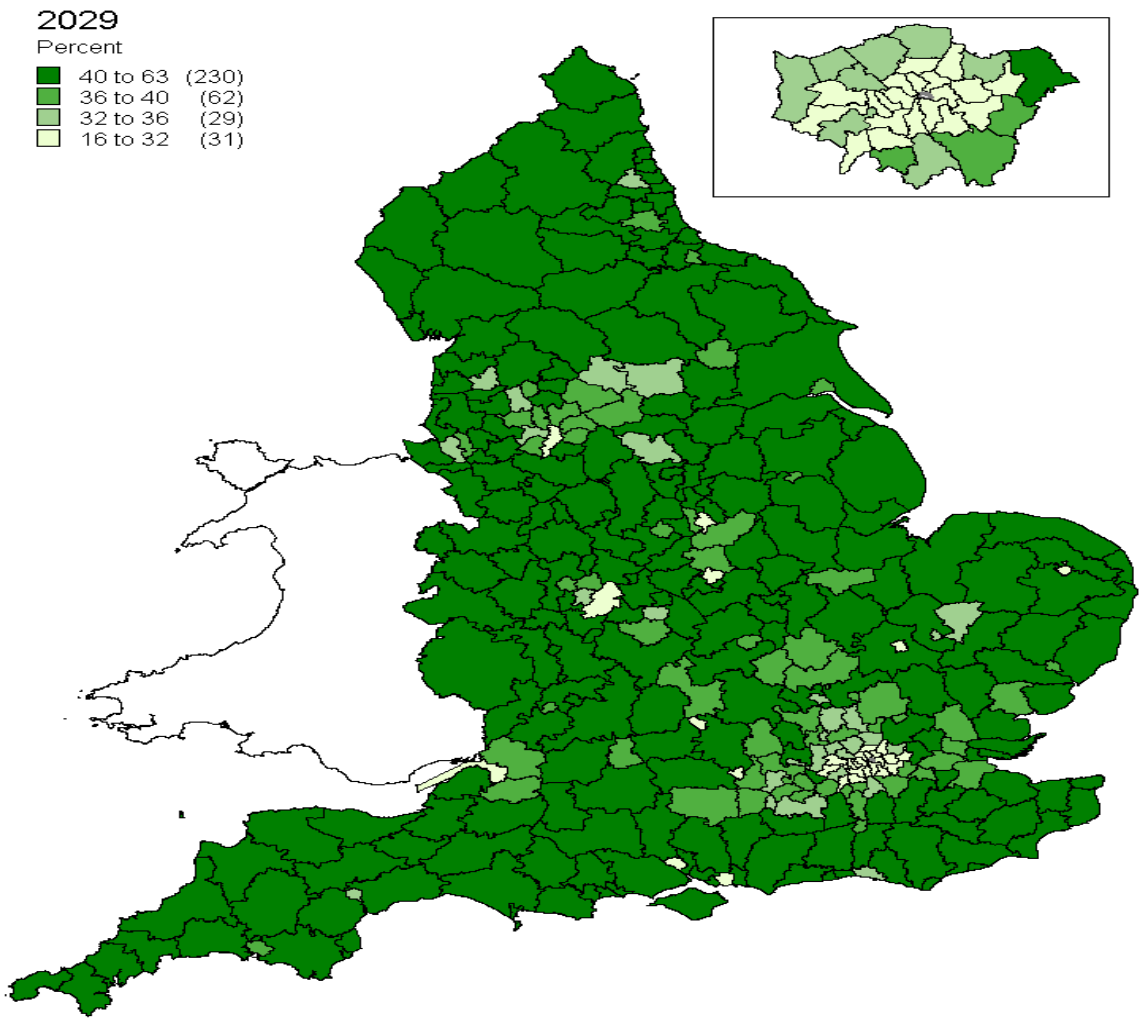
2029 – 40% of the population 50 or more

People aged 50+ as a proportion of the population



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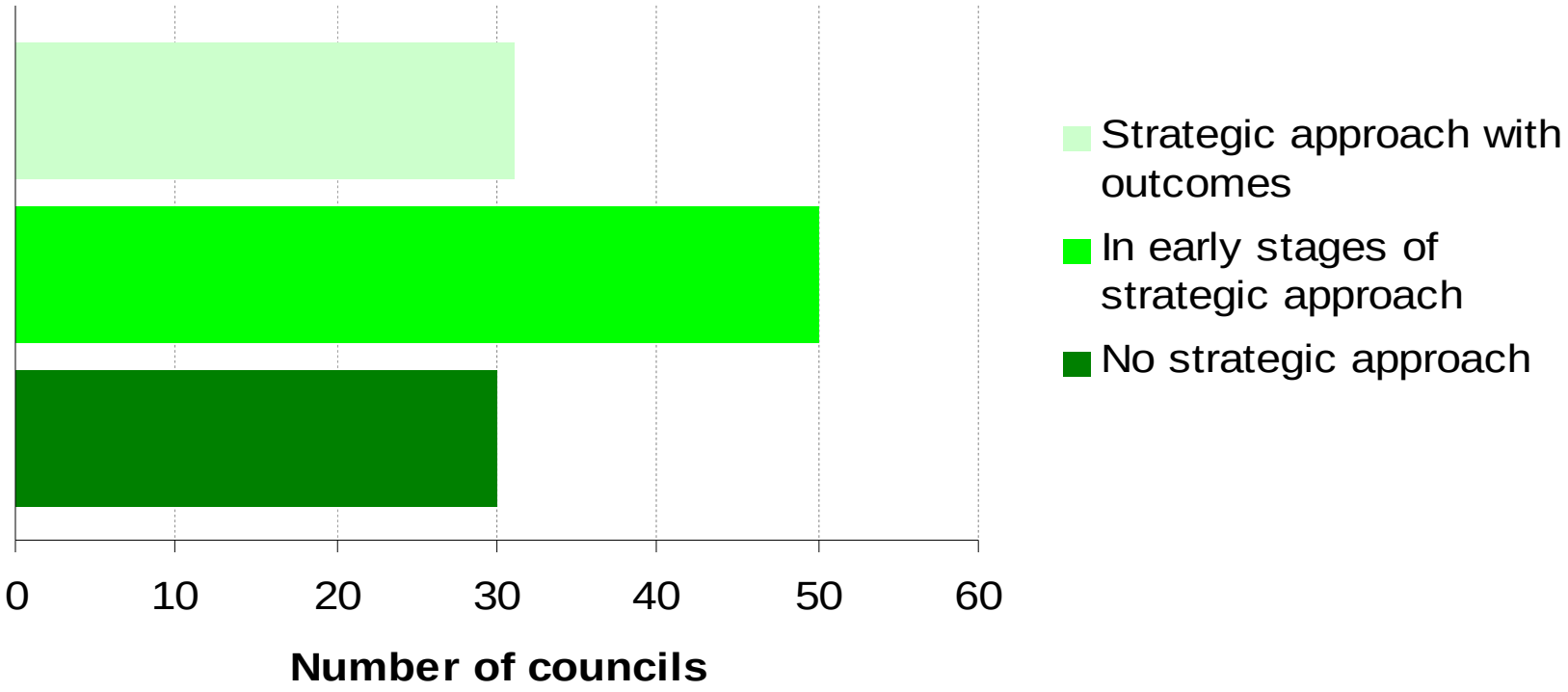
Most councils are not prepared



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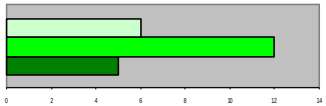
But there is variation in preparedness

Strategic approach with outcomes

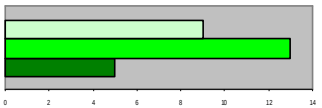
In early stages of strategic approach

No strategic approach

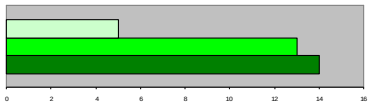
County Councils



Metropolitan Boroughs



Unitary Authorities



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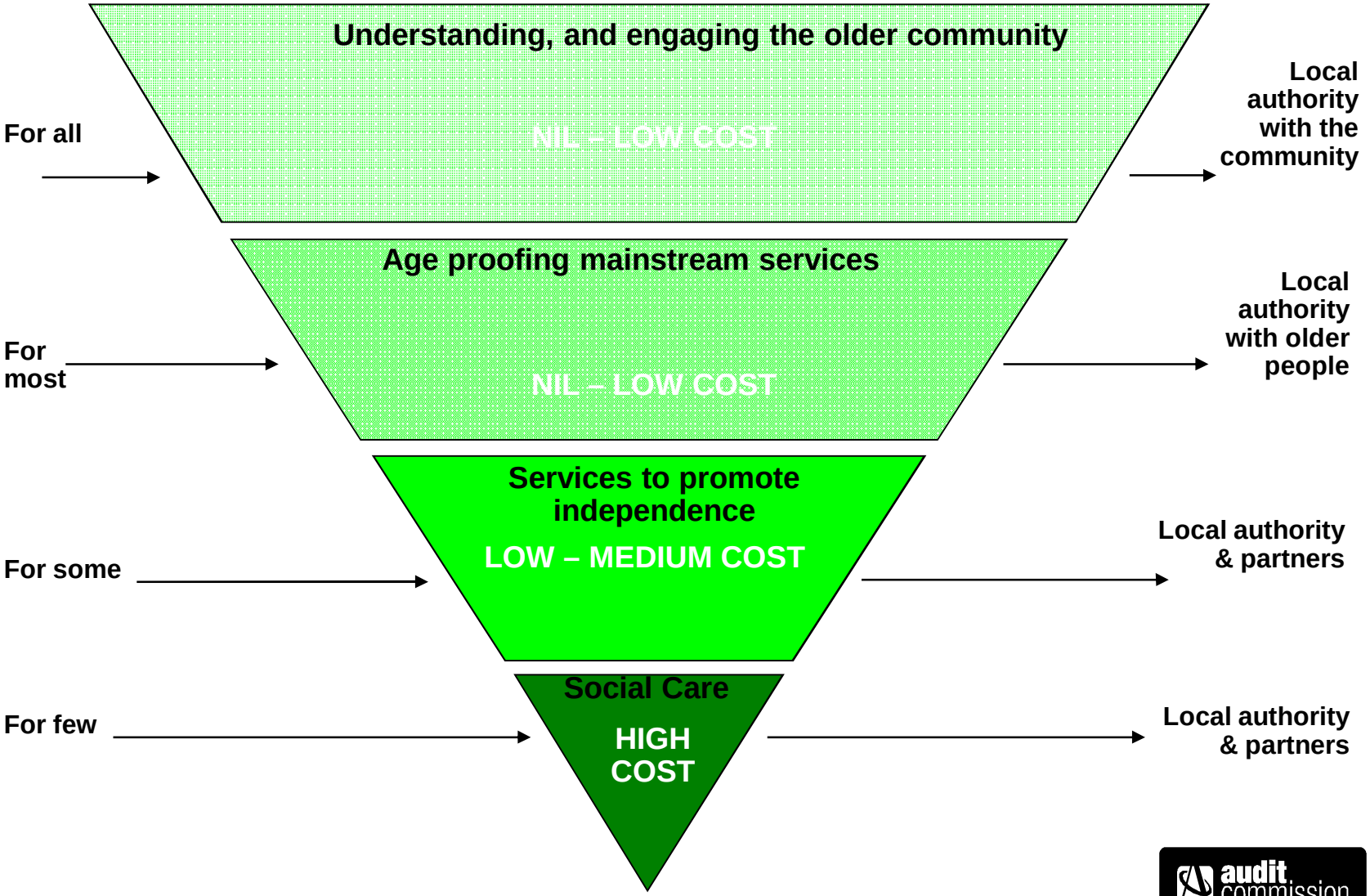
Councils have a role beyond social care



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Part 2 : Impact and looking forward

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Influence on central government

- The study recommended that central government strategy – *Opportunity Age* - should be reviewed and strengthened.

- The new strategy, *Building a Society for All Ages*, was launched in summer 2009. It has more clarity and practicality than the previous strategy and launches a number of initiatives that support the messages in *Don't Stop Me Now.*

- ✓ **An 'Active at 60' package and all-in-one cards which provide people with greater opportunities to stay active and involved in later life**
- ✓ **Promotion of flexible opportunities to support those who want to continue working longer, including 50+ self-employment.**
- ✓ **Making it easier for people to prepare better for later life with a new interactive one stop shop for helping people planning ahead.**
- ✓ **Working with local areas to develop a Good Place to Grow Old Programme to delivering services for older people.**
- ✓ **At a national level the new UK Advisory Forum on Ageing will be responsible for providing advice to ministers across Government.**

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Influence on partnerships

'The little Audit Commission map has scared everybody because …. you then realise what's actually going to happen and I think it was *Don't Stop Me Now* that really kick-started the council into action, because we realised actually we've got to really sit up and take notice of this.'

Policy Officer, District Council

Some examples ….

- Bournemouth's strategy explicitly aims to address recommendations of DSMN
- Norfolk is strengthening engagement and mobilising the resource represented by older people
- Camden and Manchester have both drawn on DSMN in refreshing their strategies
- West Somerset is involving older people in service design and planning
- Watford carried out a scrutiny review based on DSMN

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Where might an ageing society/older people fit within CAA….?

- Data on demography and performance from DSMN as part of evidence that supports CAA

- A number of areas have chosen at least one of PSA17 indicators:

  - Healthy life expectancy at age 65 (10 areas)
  - Satisfaction of people over 65 with both home and neighbourhood (7 areas)
  - Extent to which older people receive the support they need to live independently at home (21 areas)

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Some issues and dilemmas highlighted by CAA so far

- Starting point for CAA is LAA/SCS but few areas feature PSA 17 indicators
- Confusion about the agenda – relationship with social care
- Difficulty in demonstrating impact of action by partnerships on outcomes for older people
- Ageing society as a cross cutting issue
- Nevertheless … likely to see some flags

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What is being done to address this?

- DWP/Audit Commission Area Information Profile on later life – rounded picture of what an area is like to live in, derived from existing data, mostly NIS
- Refresh of NIS
- Ageing society as issue for CAA year 2 in many areas
- Sector based improvement activity

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In conclusion ….

- Study has had greater than expected impact
- Has influenced national policy and local developments
- CAA also takes consistent approach
- Some issues about how best to measure impact on older people's lives
- Audit Commission continuing to work on later life agenda, including with DWP, as well as developing programme of work on VFM in adult social care

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Thank you!

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