



Strategy for an Ageing Population

The Lancashire
Partnership

Better
Government
FOR OLDER PEOPLE

OPAG

Older People's
Advocacy Group

Lancashire
County Council



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Foreword

The image features a solid red background. In the lower-left quadrant, there is a complex graphic element consisting of several overlapping, curved shapes. These shapes are primarily black and dark red, with some lighter red highlights. The bottom-most part of this graphic is filled with a pattern of small, dark red dots. The overall aesthetic is modern and minimalist.

Welcome to the Lancashire Partnership's Strategy for an Ageing Population, which sets out how we in Lancashire are responding to the opportunities and challenges of an ageing society. Our vision for older people is:

Lancashire is a county where older people are empowered to live their lives in the way they choose and where their skills and expertise are valued.

If we are to fully achieve this vision, we need to begin by challenging the stereotypes which present older people as highly dependent, frail, in poor health and out of touch with modern life. In fact, this description applies only to a very small number of older people. Instead we need to create a positive image of older people that much more accurately reflects reality.

- Most older people are active and healthy.
- Many play a key role in local voluntary organisations and community groups, or are continuing to work.

- Many enjoy sport and leisure activities.
- Many are very much in touch with modern life, using computers and other forms of technology every day.

At the same time we need to recognise that the population of Lancashire is changing dramatically. The number of older people is increasing, particularly those living into advanced old age (over 85), with figures showing that this trend will continue over the next 20 years.

We need to plan now for the services that older people in Lancashire will need and expect in the future. These needs and expectations will depend very much on people's individual circumstances. But, whatever the circumstances, all older people should have economic, physical and social wellbeing. This strategy aims to establish a framework which will make sure this can happen.

The strategy has been shaped by the priorities that older

people have identified. As with any strategy, there are significant challenges in mapping a direction for Lancashire. The key to success will be the commitment of partners and the ongoing contribution, involvement and influence of older people.

We are pleased to support the Lancashire Partnership Strategy for an Ageing Population to make Lancashire a place where older people are empowered to live their lives in the way they choose and where their skills and expertise are valued.



Dorothy Westall

County Councillor
Dorothy Westall
Champion for Older People



F. Hayden

Frank Hayden
Chair of the Lancashire
Partnership



Glossary

Advocacy

A service to provide support and representation for older people in situations where they may feel vulnerable – for example, when speaking to officials or in a legal setting.

Equality and diversity

Equality and diversity are about valuing differences, and for Lancashire to be a place where everyone has an equal chance to live, learn and work, free from discrimination and prejudice.

Income deprived

People who are income deprived are considered to be living below the poverty line in terms of their income. This definition is based on the government's measure of poverty.

Social exclusion

Social exclusion is about more than income poverty. It happens when people or places suffer from a series of problems such as unemployment, discrimination,

poor skills, low incomes, poor housing, high crime, ill health and family breakdown. When such problems combine they can create a vicious cycle.

Social exclusion can happen as a result of problems that face one person in their life. But it can also start from birth. Being born into poverty or to parents with low skills still has a major influence on future life chances.

Executive summary

The image features a solid red background. In the center, the words "Executive" and "summary" are stacked vertically in a white, sans-serif font. At the bottom of the page, there is a decorative graphic consisting of several curved, overlapping bands. The topmost band is black, followed by a red band, and then a dark red band. The bottom-most part of this graphic is a dark red area with a subtle, repeating pattern of small, light-colored dots.



The Lancashire Partnership Strategy for an Ageing Population challenges the stereotypes of older people and sets out how we in Lancashire are responding to the opportunities and challenges of an ageing population.

We know that Lancashire's population is changing and getting older. For most older people, this will mean:

- leading full, active and healthy lives for longer;
- playing a key role in the local community through continued employment or voluntary work;
- enjoying sport, social and leisure activities; and
- using computers and other forms of technology to stay in touch with family and friends, to shop and to find information.

For only a small minority, living longer will mean increased dependence, poor health and frailty.

Challenging the myths of an ageing population

- 4 in 5 people over the age of 80 do not suffer from dementia.
- Over 350,000 people aged 65 and over provide 50 hours or more of unpaid care each week.
- 41% of people aged 55 to 64 use the internet.
- 43% of older internet users use it every day.
- 73% of people are living independently at the age of 97, and 35% are still independent at the age of 100.

If we want Lancashire to be a place where old age is enjoyed

rather than endured, we need to take action now, planning to meet the varied needs and expectations of our older people in the future. This strategy responds to the challenge by:

- setting a clear direction to develop services for people aged 50 and over for the next 20 years;
- providing a framework of common outcomes which organisations should use to shape their own plans to address the changing needs of an ageing society;
- bringing a shared focus to the work of a wide range of agencies and partners;
- strengthening the case for funding from national and regional programmes; and
- involving older people as active and equal partners in the process.

Consultation events involving over 300 older people and people from a range of agencies identified five overall outcomes for the strategy, each underpinned by several aims.

Outcome 1: Older people should have sufficient financial security to maintain their quality of life and wellbeing

Aims

- Older people will have a suitable income.
- Older people will have the opportunity to work if they want.

Outcome 2: Older people should have access to mainstream services

Aims

- Older people will have access to good quality information, advocacy and advice.
- Older people will have improved access to services.

Outcome 3: Older people should be healthy and well

Aims

- Older people will be physically, mentally and emotionally healthy.
- Older people will have good social networks.
- Older people will have access to a range of activities.

Outcome 4: Older people should feel safe and supported

Aims

- Older people and carers will receive suitable support.
- Older people will feel safe at home and in the community.
- Older people will have suitable and decent accommodation.

Outcome 5: Older people should have the opportunity to make a positive contribution

Aims

- Older people will be able to contribute to community life.
- Older people will be able to build links with younger people.
- Older people will be free from discrimination.
- Older people will play an active part in decision-making.

Older people in Lancashire have said that they want a clear, simple and reliable way of having their voice heard, being involved and influencing decision-making in relation to the priorities set out in this strategy and beyond. We will develop arrangements to help older people take part and have an influence at local and county levels across the whole

range of organisations that provide services to them. We have identified several key actions to make sure this strategy is put into place, monitored and assessed.

There is much that can be done at county level to move towards achieving the vision for older people in Lancashire. However, there are significant differences in the characteristics of each district which may influence the success of our vision for older people. The issues and challenges faced in each district, and the links required between county and district strategies to overcome them, are set out in chapter 5. We very much hope that this strategy will be the foundation for further discussions and long-term planning at district level.

1

Introduction



Lancashire has a diverse population of around 1.3 million. There are wide variations in levels of income and wealth, which are not always concentrated in specific parts of the county. In more rural areas, for example, poverty and social exclusion exist side by side with affluence. Several districts have small pockets of deprivation, but there are also larger areas of deprivation, particularly in East Lancashire and parts of Preston.

Our county's landscape ranges from the high moorland of the South Pennines to the flat expanses of the Fylde Coast and the rolling countryside of the Ribble Valley and Forest of Bowland. Preston and Lancaster are our main urban centres (along with Blackburn and

Blackpool which have unitary local authorities), but there is a range of other important urban settlements from former textile towns such as Burnley to coastal resorts and market towns such as Chorley.

We know that Lancashire's population is changing and getting older. Over the next 20 years the percentage of people in the county aged 50 and over will increase from 36% to 44%. And by 2008 there will be more people aged over 60 than under 19 for the first time ever.

The fact that people in Lancashire are living longer is a good thing. It means that older people should be able to enjoy active lives for longer and share their skills and experience with the rest of the population.

However, for a minority it can mean living with illness, disability and dependency longer. This leads to the myth that an ageing population will create significant demands on society when, in fact, only a small percentage of older people will fall into this category. We must challenge the myth, emphasise that the support needed by the small percentage is their right, and focus on the benefits that an ageing population will bring.

The benefits of living longer will only be real if we recognise and respond to the challenges and opportunities it brings. Service providers, employers, support services, politicians and the voluntary, community and faith sectors will all need to plan for the changing needs and expectations of an ageing

population. Individuals will also need to plan their lives around the opportunities and services they know will be available to them, and to make decisions earlier in life which will allow them to enjoy their older years.

A strategy for older people in Lancashire

This strategy is part of Ambition Lancashire, the county council's overall strategy for the next 20 years, which sets out the following requirement.

'By 2006, develop a Lancashire Older People's Strategy that sets out a comprehensive framework... to address the implications of an ageing society.'

In other words, a strategy for an ageing population in Lancashire means thinking about the following.

- If you are 35 now, what will things be like when you are 50?
- If you are 50 now, what will things be like when you are 65?
- If you are 70 now, what will things be like when you are 85?

This document takes up that challenge.

Why have a strategy for an ageing population?

Because the population is changing

The population is ageing and changing, so we need to plan for:

- an increasing demand for older people to stay on at work;
- longer, active, healthy lives;
- the growing expectations of older people in all areas;
- a growing number of older people who can contribute to civic life and their community;
- economic opportunities for local businesses from the buying power of older people;
- increased demand for paying pensions to an older age; and
- older people's right to retain choice and maintain their independence.

Because older people themselves are changing

For the purposes of this strategy, older people are those aged 50 or over. People within this age range have a wide variety of expectations, attitudes and needs, which will continue to change during the life of this strategy. Broadly speaking, the strategy covers

people who have reached any of the following stages in their lives.

• Those aged 50 or over who are working

This is a growing group which will need more flexible working, retirement and pension arrangements. Otherwise their needs are much the same as those of the rest of the working population.

• Those who are retired but fit, well and active

These people will want to make the most of leisure and learning opportunities, but will also want to contribute to their communities.

• Those who are frail

These people will have significant health problems and will need ongoing support from health, social care and other services. They will usually be in the small but growing 75+ age group.

Age alone does not define a person, and it is quite possible to be frail at 50 or still working at 70. Similarly, people's expectations, attitudes and needs are not defined by their age alone. They are also influenced by their race, faith, sex, sexuality and whether they live in an urban or rural community. Older people have told us that we need to take

these factors into account in developing this strategy.

Nevertheless, all people aged 50 and over:

- expect a high quality of life;
- are looking for services which meet their needs;
- expect to have choices and be in control of their lives, even if they become more frail; and
- want the flexibility to be able to decide when they retire and whether they take part in anything between full-time work and full-time retirement.

Because government policy is changing

Government policy in relation to older people has generally been fragmented and unfocused. The needs of older people have been recognised in housing, health and social care policy but are largely invisible in other areas such as employment and training. However, this is now changing as the government develops its approach around five key themes. These themes are:

- a need to plan for the older population as a whole, not just the 15% of older people who are frail;

- the need to recognise the contribution older people can make and to focus on their quality of life and wellbeing;
- the need to work in partnership with older people;
- the need to change how services are planned and delivered so that older people can control their own lives; and
- the increasing role of the voluntary, community and faith sector in providing services to the whole of the community.

This has resulted in important policy initiatives, including:

- 'A sure start to later life: ending inequalities for older people' (Social Exclusion Unit, January 2006 <http://archive.cabinetoffice.gov.uk/seu/downloadaddoc7b5f.pdf?id=797>);
- 'Our health, our care, our say: a new direction for community services' (Department of Health, February 2006 www.dh.gov.uk/en/policyandguidance/organisationpolicy/modernisation/ourhealthourcareoursay/index.htm);
- 'Choosing health' (Department of Health, November 2004 www.dh.gov.uk/en/publicationsandstatistics/publications/publicationspolicyandguidance/dh_4094550);

- 'Opportunity age: meeting the challenges of ageing in the 21st century' (Department for Work and Pensions, March 2005 www.dwp.gov.uk/opportunity_age/); and
- 'Sustainable communities: people, places and prosperity' (Office of the Deputy Prime Minister, January 2005 www.communities.gov.uk/index.asp?id=1163601).

The first two of these set out the priorities of:

- tackling health inequalities;
- focusing on social inclusion;
- improving opportunities for older people to lead active and productive lives within their communities;
- giving older people responsibility for their own health and long-term economic security;
- allowing older people to make decisions about their health care and providing better access to community-based services which meet their needs;
- improving older people's employment prospects and access to learning; and
- making sure older people have a clear voice to influence the services and decisions which affect their lives and independence.

Together these key documents represent a major shift in national policy towards favouring older people as an increasing asset to society.

Because local policy is changing

A similar approach is beginning to emerge at local level, leading to the following important developments.

The Lancashire Local Area Agreement (LAA)

This is an agreement between the government and local strategic partnerships that sets out the key priorities for 2006 to 2009 based on Ambition Lancashire. The agreement is divided into four blocks, one of which is 'Healthier communities and older people'. This includes a number of outcomes which partners have agreed to work towards – for example, the outcome of improved wellbeing for Lancashire's older people. This breaks down into:

- Lancashire's older people being safe in their own homes;
- less poverty amongst Lancashire's older people;
- Lancashire's older people having a greater say in how local services are developed

and delivered; and

- better access to services and more local choice for Lancashire's older people.

Other blocks of the LAA include outcomes which will improve older people's quality of life – for example, improving housing standards, energy efficiency and improving community safety.

Community strategies

All districts in Lancashire have published community strategies setting out the vision for their area and broad objectives for delivering it. Most of these strategies mention older people, but mainly in the context of needing specialist input from housing, health and social care services. By contrast this strategy aims to address the whole range of issues affecting older people across Lancashire by predicting their future needs.

District strategies

Several districts, including Rossendale, Chorley, Wyre and South Ribble, are developing their own strategies for older people. These strategies will provide a local focus for delivering key areas of our strategy (for example, housing and leisure) and will provide the main channel for enabling older people to contribute.

The Lower-Level Needs Strategy

This strategy, developed by the county council, is not aimed exclusively at older people. However, it will provide a strategic approach to supporting those who need help to maintain their independence and quality of life, but who do not qualify for mainstream care. The strategy will be tailored to meet the varying needs of people in different parts of the county and will help more people to live independently for longer.

Lancaster Link Age Plus

This is one example of the plans being developed for local programmes in Lancashire. It will take forward some key elements of this strategy, especially around the health and wellbeing of older people. It will also provide a model of how local agencies and older people can work together to meet the challenges of an ageing society.

Because global policy is changing

An ageing population is not unique to the UK. According to the United Nations, one in ten people across the world is aged 60 or over, and by 2150 a third of the world's population

is expected to be in this age group.

All governments are signed up to the UN Principles for the Older Person (<http://www.un.org/esa/socdev/iyop/iyoppop.htm>).

According to these principles, all older people should have the right to lead healthy, fulfilling and rewarding lives, wherever they live in the world. Both national and local policies need to be seen in the context of these principles.

More details of the national and local policy context for this strategy, and links to relevant documents, can be found in the accompanying handbook.

Our approach

Developing the strategy

We commissioned independent consultants to prepare this strategy and have worked with older people, service providers and others to shape it. This included holding consultation events with a mix of over 300 older people and people from a range of agencies, to identify the issues the strategy needs to address. These issues are set out in chapter 2.

Following the consultation events we drew up a draft strategy and distributed it to around 1,000 organisations in the public, voluntary, community and faith sectors. The draft was also available on the internet between August and November 2006. The 140 responses we received have helped to refine our strategy and are available in summary as part of the handbook.

Throughout all stages of the strategy, we have been committed to fully involving older people in its development and delivery. Chapter 3 explains:

- how we will encourage older people to help us shape the strategy now;
- how we will encourage them to remain involved in future planning and decision-making about services in Lancashire; and
- the framework we will develop to support these aims.

Chapter 4 sets out what we will do to help us deliver the strategy.

One of the key findings to come out of our consultation events was that many of the districts in Lancashire plan to

produce their own strategy for an ageing population, and several have already done so. Chapter 5 presents a picture of each district which we hope will be the foundation for further discussions and long-term planning, as well as defining and cementing the links between county and district strategies and providing a shared body of evidence. These pictures include facts and figures for each district and forecasts for 2020. They also suggest challenges for the future.

Using the strategy

This strategy is aimed mainly at service providers but has been shaped and influenced by older people. The strategy aims to:

- set a clear direction for developing services for people aged 50 and over for the next 20 years;
- provide a framework of common outcomes which organisations should use to shape their own plans to meet the changing needs of an ageing society;
- bring a shared focus to the work of a wide range of agencies and partners, and strengthen the case for funding from national and regional programmes; and
- involve older people as active and equal partners in the process.

There is no road map for a world which is changing so rapidly, where older people outnumber children, and where many older people remain healthy and active long after they have finished work. We will need to adapt our responses to this changing world as we go along. More than anything, therefore, this strategy provides an opportunity for organisations and older people to work together to shape the future through a shared vision and set of values.

Together with the Lancashire-wide Older People's Partnership (once established), we will monitor and assess action plans to support the strategy and the changes it brings about.

2

What we
want to
achieve



This chapter looks at what the strategy is aiming to achieve. Throughout the strategy there needs to be a commitment to deliver the priorities identified to everyone, whatever their age, disability, faith, sex, race or sexuality. And this is underlined by legal duties to promote equality and diversity for all. The chapter is organised around the themes, outcomes, aims and priorities identified by older people as we were preparing the strategy.

Five overall outcomes were identified. These are that older people should:

- have sufficient financial security to maintain their quality of life and wellbeing;
- have access to mainstream services;
- be healthy and well;

- feel safe and supported; and
- have the opportunity to make a positive contribution.

Related aims are built into a framework of outcomes which is set out in the accompanying handbook.

Outcome 1: Older people should have sufficient financial security to maintain their quality of life and wellbeing

Context

Financial and material security is central to wellbeing and quality of life in older age.

Key elements of this are:

- having a suitable income; and

- having the opportunity to work flexibly between work and retirement.

The links between poverty and good health, life expectancy and wellbeing are now widely recognised. There are wide variations in terms of wealth and income across Lancashire. There are also major issues in terms of maintaining a large enough workforce to meet the county's future economic needs.

Changes in the population will demand a radical change in the way we think about older people, from viewing them as a burden on society to valuing them as an asset that is central to the future prosperity and wellbeing of the county.

Aim 1a: Older people will have an adequate income

Older people involved in developing this strategy and taking part in other research identified three priorities for improving their financial security. These fall under the headings of:

- improved financial planning for older age;
- increasing older people’s incomes; and
- reducing costs for older people.

Many of the actions required to address these priorities are central government responsibilities. However, the importance of these issues is recognised within the county.

To improve the life chances of older people, Ambition Lancashire identifies the need to:

‘Tackle the poverty experienced by older people and maximise the take-up of welfare benefits.’

To achieve this, one of the Local Area Agreement outcomes is to reduce financial poverty amongst Lancashire’s older people. This will be measured by the number of new awards of attendance allowance, disability allowance, pension credit, housing benefit, Council Tax benefit and carer’s allowance to people over 65, as a result of help provided by Lancashire County Council and the district councils.

Actions to improve the income of older people are also included in some local community strategies.

Aim 1b: Older people will have the opportunity to work if they want

Our consultation events and other research with older people identified several priority issues relating to employment. These are:

- challenging stereotypes and promoting positive images of older people to create more

employment opportunities for them;

- valuing, using and promoting the skills and experience of older people to employers and the wider community;
- creating more flexible and phased retirement opportunities, including part-time work and job-sharing;
- providing training opportunities so that older people can re-train;
- offering support to older people in setting up new businesses; and
- increasing opportunities and support for older people to continue to use their life skills through volunteering.

Challenge for Lancashire

To improve access to full- and part-time employment, enterprise and training opportunities for people over 50 so they can:

- maintain financial independence;
- maintain the freedom to manage their own future; and
- increase their quality of life.



There are two other priorities relating to the transition between work and retirement. They are:

- achieving flexibility between employment, volunteer work, leisure and learning in older age; and
- matching skills to volunteering opportunities.

These are also relevant to the aim of older people contributing to community life (see outcome 5, aim 5a).

Outcome 2: Older people should have access to mainstream services

Context

Traditionally, strategies for older people have focused on specialist services for the 15% of older people who require support from health and social care. This has helped to reinforce the view that all older people are frail and need specialist help. This strategy challenges that view and aims to promote access to mainstream services for older people. It recognises that these services need to change to make this a reality and to help older people maintain or regain a good quality of life.

This section looks at two key issues that older people have identified as a priority if they are to access mainstream services. These are:

- access to information; and
- good public transport.

Aim 2a: Older people will have access to good quality information, advocacy and advice

Older people in Lancashire and other research with older people identified several priority issues. These are:

- involving older people in developing and reviewing access to information;
- providing clear information on key services in different formats and how to access that information;
- establishing a single point of contact for information on what services are available;
- using simple technology such as touch screens to improve access to information at more sites;
- developing e-technology and learning for older people; and
- linking to learning opportunities where older people can develop their IT skills by working with young people.

Challenge for Lancashire

To make sure older people retain choice and control in their lives through access to information and advice, and improved access to services.

Many of the organisations involved in developing this strategy are aware of the importance of information to raise awareness of services for older people, and the need to help older people access those services more easily. The information which public organisations provide for older people must be co-ordinated and made more easily available to increase choice.

The diagram over the page indicates the range of information areas that are important to older people.

Putting older people in control



Aim 2b: Older people will have improved access to services

Any discussion with older people about what concerns them soon raises the issue of transport. Older people see access to good transport, or the lack of it, as having a significant effect on their quality of life as it governs their access to mainstream services.

The concept of transport as a key element of social exclusion has become increasingly recognised. Can people use public transport to access key services at a reasonable cost, in reasonable time and with reasonable ease? This is a broader issue than transport. It is about the location of key services and integrating transport and service planning. These are all issues of great importance in an ageing society.

Many of the issues require action at regional and national levels. However, there are things we can do at local level to improve the position. These can include:

- making sure older people are involved in transport planning, to reduce unnecessary barriers and promote access;
- developing and promoting schemes that develop local

- services – especially in more rural communities;
- using the subsidies available to tackle the areas of greatest priority;
- making the concessionary fare scheme more flexible;
- improving co-ordination of specialist transport schemes for people who cannot use public transport;
- supporting new schemes to help older people continue to use their cars (for example, car-pooling);
- encouraging greater use of public transport by providing better information and improving customer care; and
- working with partners to improve access to key services such as health and employment.

Challenge for Lancashire
To make sure all older people can access services through good quality public and other transport.

Outcome 3: Older people should be healthy and well

Context

Good health is about more than just physical wellbeing. It's about people's happiness and

mental wellbeing too. For all people over 50, having access to community activities and good social networks is as vital as being free from illness or disability. So this section of the strategy is about promoting health in its broadest sense – about access to services such as leisure and learning opportunities, as well as health services. Other issues, dealt with elsewhere in this strategy, are vital too – things such as choice, independence, the home environment and transport. Promoting good health and quality of life is something that underpins the whole of our approach.

Lancashire County Council has worked with partners from a range of agencies and older people to develop a strategy which helps older people and other adults to remain in their own homes. The strategy identifies the need for non-specialist support with, for example, daily living skills, practical tasks, emotional support, and access to learning that promotes independence and quality of life.

Aim 3a: Older people will be physically, mentally and emotionally healthy

Our consultation events identified several priority issues for health and wellbeing. These include:

- a strategy for wellbeing, including mental health and happiness;
- no ageism in healthcare;
- local NHS dental surgeries;
- health checks for older people;
- services that are available when they are needed;
- better information about what services are available;
- more flexible services, including ones that can help with practical tasks; and
- more self-help schemes.

The current focus on older people's health is overwhelmingly concerned with the 15% of older people who are ill and need support from health and social services. But the overall focus needs to shift to a much greater emphasis on supporting older people to remain healthy and independent for as long as possible.

Older people asked that services should be provided:

- based on need, without age-related discrimination;

- as accessibly as possible – close to home and easy to gain entry to;
- with a focus on promoting good health as much as tackling ill health;
- with attention to good mental health as well as physical health;
- with dignity and respect;
- which meet the needs that they have identified; and
- in a way that gives them freedom of choice.

Challenge for Lancashire

To have more healthier, active and happier older people year on year to 2026, reducing the inequalities which currently exist.

Aim 3b: Older people will have good social networks

A Life in Lancashire survey identified several factors, apart from poor health, that people thought would be most important to avoid for their lifestyle in older age. The most important factors related to losing independence, being able to get about, and financial insecurity. Loneliness was the seventh-ranked factor, with 29% of people identifying this as something they would want to avoid. This response rate was steady across all age groups

from 45 to 75 and over. Most older people have high levels of contact with family, friends and neighbours and do not experience loneliness. However, reduced social contact, isolation and being alone do reduce older people's quality of life. Taking action to tackle these issues and help older people maintain their social networks is an important part of this strategy.

Recent research has suggested that the following factors need to be taken into account in finding solutions to this problem.

- Older people must retain a sense of purpose and continue to have a role in society.
- We must distinguish between loneliness – often experienced as a sense of loss, for example following a bereavement – and isolation from normal social networks. People who are isolated often need practical support or resources, whereas people who are lonely need social support and improved networks.
- As people's ability to take part in some activities declines, they need to learn and share new skills.

- One-to-one support – such as befriending schemes – is highly valued.
- There is a significant gap between the responses often offered and what older people want. Too often services such as day centres are seen as encouraging a culture of helplessness. What people are often looking for is not new opportunities, but support to still take part in their current activities such as visiting a friend down the street.
- Different groups of older people are looking for different things – for example, men do not want the same as women.
- Services need to be more flexible – for example, available at weekends.
- If older people have been actively involved in designing and delivering services, those services are more likely to be appropriate and appeal to that age group.
- A person's sense of isolation can be heightened by difficulties in communicating, so services need to be accessible – for example, to people with speech or hearing difficulties.

Challenge for Lancashire

No older person in Lancashire should experience unwanted isolation, loneliness or lack of social relationships.

The aim should be for older people to receive support in maintaining and developing their social networks, and for older people with depression to receive suitable treatment.

The sections on transport, care and support, and work with young people are also relevant.

Aim 3c: Older people will have access to a range of activities

Being able to take part in different activities is very important for older people. Many older people take advantage of the opportunities that are available – but too often people face barriers to taking part.

This issue covers a range of activities and services too wide to be covered in this document. However, our consultation events identified several priority issues for involving older people in a range of activities.

These include:

- involving older people more in planning activities;
- free access to adult education;
- better access to sport and leisure services; and
- more exciting opportunities.

To address these issues we need to:

- improve access to all leisure, learning and cultural activities, especially for people who are usually the most excluded from them;
- make sure that information about leisure, learning and cultural activities is readily available;
- improve access to adult education by providing a wide range of lifelong learning opportunities; and
- increase the availability of leisure facilities for older people.

Challenge for Lancashire

Older people should be able to enjoy leisure, learning and cultural activities of their choice.

Outcome 4: Older people should feel safe and supported

Context

Older people are concerned about feeling safe – whether it is in their own homes or outside in the local community or town centre. The extent of this concern is sometimes exaggerated. However, living in decent accommodation and getting support when we need it are fundamental human needs.

In many ways what older people want is no different from other groups in our communities. They want to be in control of their support services, to choose, for example, when they get up in the morning or go to bed at night. But there is growing awareness that offering that choice and working with older people to maintain their independence delivers a higher quality of life and better long-term prospects.

Aim 4a: Older people and carers will receive suitable support

Our consultation events and other research with older people identified several priority issues. These include:

- more information about where to go for help;
- an overall aim of improving quality of life;
- support services to maintain independence – including shopping, cleaning and preventative measures;
- volunteers to help older people with practical tasks;
- reliable, accessible and flexible services, including home care and occupational therapy;
- self-help strategies, building on local groups, with community development

workers to support the process;

- better integration of health and social care, and integration of these with other services such as leisure and housing; and
- buddying a younger person with an older person through school and education.

Challenge for Lancashire
By 2026:

- to develop and integrate the range of services that older people and carers say they need to improve quality of life and choice in older age; and
- to make sure older people and carers have access to the information, advice and support they need to make their own choices and control their own lives.

The following aims have been identified to meet this challenge.

- To develop a system for commissioning and funding services which involves a wide range of partners and invests in service development.
- To reduce the use of hospital and long-term care and help more older people to be supported at home.
- To help older people lead active, fulfilling lives. This

involves providing a wider range of services and opportunities, and carers to support health and wellbeing.

- To provide equal access to support services for all older people, but particularly those who are most at risk from social exclusion.

Aim 4b: Older people will feel safe at home and in the community

Our consultation events and other research with older people identified several priority issues. These include:

- safety at home, including suitably adapted, secure housing;
- investing in smart technology to help people live in their own homes;
- feeling safe in the neighbourhood, including better street lighting;
- reducing anti-social behaviour;
- road safety, including better and more pedestrian crossings;
- more policemen on the beat and neighbourhood watch;
- increased drug and alcohol programmes;
- facilities for young people;
- neighbourhood contact;
- giving people confidence to live as they wish; and

- promoting respect and understanding between older and young people.

The following aims have been identified to meet these priorities.

- To make sure that all community safety strategies address the needs of older people.
- To develop a co-ordinated approach to providing community safety information.
- To develop 'older people friendly' environments.
- To develop citizenship modules in schools.
- To promote positive images of community safety that build confidence.
- To make sure older people are safe in their own homes.
- To make sure older people are safe from abuse and exploitation.

Challenge for Lancashire

Older people will feel as safe as other sections of the community in all places.

Aim 4c: Older people will have suitable and decent accommodation

Our consultation events and other research with older people identified several priority

issues. These include:

- flexible, safe, secure, good standard housing of all kinds and for all income groups to support people at different stages of their lives and promote independence and quality of life;
- help with home improvements, adaptations, equipment, practical services and financial assistance to help older people remain in their own homes;
- a planning approach that encourages the housing market to provide housing and neighbourhoods which are suitable for an ageing population, and that takes account of changes in older people's lifestyles;
- a wider range of housing options to meet different needs, including alternatives to residential care, such as extra care and retirement villages;
- better information and advice (including financial advice) to help older people make suitable housing and service choices;
- a more imaginative, flexible, co-ordinated and person-centred approach to services; and
- improvements and investment in technology to help older people remain in their homes – for example, to monitor their health or give

them more control of their home environment.

We aim to:

- improve housing choices that meet the needs and expectations of Lancashire's diverse ageing population to 2026; and
- make sure that older people have access to information, advice and support services to help them make their own informed decisions.

To achieve this, the following objectives are important.

- Key partners should have:
 - a joint strategy that sets a clear direction to provide housing and service choices for older people; and
 - suitable procedures to take that strategy forward.
- All older people should have access to information, advice and assessment on housing options and how to fund them.
- Access to sheltered housing should be improved for older people from all under-represented groups, in particular those who are most at risk from social exclusion.

Challenge for Lancashire

- To improve housing choices that meet the needs and expectations of Lancashire's diverse ageing population.
- To make sure older people have access to information, advice and support services to help them make their own informed decisions.

Outcome 5: Older people should have the opportunity to make a positive contribution

Context

Active citizenship among older people is at the core of central government and local policies and plans for meeting the needs of an ageing population. The aim of the Better Government for Older People (BGOP) Programme is to:

'Improve public services for older people by better meeting their needs, listening to their views and encouraging and recognising their contribution to modernisation of services.'

This strategy reflects the values and the inclusive approach of Better Government for Older People.

The Comprehensive Performance Assessment (CPA)

framework for inspecting local authorities requires authorities to demonstrate 'meaningful engagement with older people' (Audit Commission, 2005), whilst Ambition Lancashire aims to 'maximise the life opportunities for older people and engage them in all levels of decision-making'. The Local Area Agreement also sets the target for 'Lancashire's older people to have a greater say in how local services are developed and delivered'. This is re-stated in several local community strategies.

Aim 5a: Older people will be able to contribute to community life

Older people involved in developing this strategy, and other research with older people, identified several priority issues for making a valued contribution to community life.

These include:

- involving older people in wider development work to build local communities and target isolation and alienation;
- involving older people in civic activities such as Lancashire Locals, area forums, district and parish councils and patient and public involvement forums;

- providing local community resource centres with long-term funding which focus on the needs of older people and will encourage more community involvement;
- developing older people's neighbourhood watch, health and wellbeing schemes;
- maintaining or reinstating local facilities such as shops, banks and post offices;
- developing community neighbourhood schemes to bring together local workers; and
- providing practical and effective support for voluntary organisations and volunteers – for example, through a volunteers' charter.

Challenge for Lancashire

To make sure all older people have the opportunity to enjoy a full and active life as members of their local community.

Aim 5b: Older people will be able to build links with younger people

Older people involved in developing this strategy, and other research with older people, identified several priority issues for activities involving older and younger people.

These include:

- breaking down barriers between older and younger people and improving community safety;
- encouraging young people and older people to feel part of the same community; and
- setting up partnerships between schools and older people's organisations to encourage older people to provide support to young people by sharing their skills, experience and knowledge.

Challenge for Lancashire

To break down any barriers there may be between older and young people in communities throughout the county.

Aim 5c: Older people will be free from discrimination

Older people involved in developing this strategy, and other research with older people, identified several priority issues for tackling inequalities and discrimination.

These include:

- challenging the myths and stereotypes about older people;

- tackling ageism and age discrimination and breaking down age barriers;
- valuing the experience of older people in the workforce through retraining;
- combating ageism in healthcare by training staff to have more respect for older people;
- providing equal access to health services, especially NHS dentistry which is becoming too expensive for older people;
- encouraging older learners and involving them in developing lifetime learning courses;
- providing leisure and social activities at times and places chosen by older people;
- encouraging older people to claim all the benefits they are entitled to;
- providing more financial discounts for older people – for example, on fuel, healthy food options, and access to sport and leisure facilities;
- agree a county-wide scheme to provide free public transport across Lancashire for older people;
- increase the number of black and minority ethnic members in consultation groups;
- recognise the distinctive cultural needs of first-generation black and minority ethnic older people

in each community and provide suitable services for them;

- recruit more black and minority ethnic staff to specialist health services;
- improve access to mainstream services for older people from black and minority ethnic communities, including reception services and transport; and
- improve the housing conditions of older people from black and minority ethnic communities.

Challenge for Lancashire

To make sure older people in Lancashire are treated fairly, whatever their circumstances.

Aim 5d: Older people will play an active part in decision-making

Older people involved in developing this strategy, and other research with older people, identified several priority issues for getting involved in decision-making.

These include:

- creating real partnerships between older people and authorities, which involve them in designing, planning, delivering and monitoring

services through a direct link or specific representatives in local decision-making groups;

- making it possible for older people from all communities in Lancashire to take part, including those with learning difficulties, physical disabilities and mental health needs, and those who are from black and minority ethnic communities, gay or lesbian, and people of different faiths; and
- recognising and catering for the different needs and expectations of people aged over 50, people living in both rural and urban areas, and people on low incomes.

Challenge for Lancashire

To develop logical and thorough approaches to involving older people and meeting their needs and expectations for a high quality of life.

Taking the challenges forward

This strategy depends wholly on involving older people in the county in a way that is meaningful and appropriate to them. We will achieve this by building on the wide range of

consultation arrangements already in place across the county. These include several types of forum and partnership board which create an opportunity for older people to express their views and get involved in decision-making processes.

We will create a single engagement framework as a way of working with older people in Lancashire. This will include different ways of involving older people by, for example:

- providing information;
- consulting; and
- making it possible for people to take part in influencing and decision-making if they want to.

This framework will be based on the diversity and distinctiveness of district-based initiatives, but will also assure a logical and thorough approach across the whole county.

If we are to achieve our vision for older people, we must begin by setting firm foundations which are rooted in the need to involve older people. Chapter 3 sets out a framework which will support this aim and provide older people with a voice to influence

the way this strategy is delivered and all other decision-making processes which affect them.

3

Involving older people



Older people with influence in Lancashire

Older people in Lancashire have said that they want a clear, simple and reliable way of having their voice heard. They also want to have a say in the decisions made by public authorities and voluntary, community and faith organisations which are often key influences in their lives.

This strategy gives priority to creating a structure for involving older people in those decisions. We will work with existing groups of older people to build on their strengths and make the most of their experience of what works and the difficulties faced, to develop and support a framework that will deliver the priorities for older people.

These priorities are:

- having a real partnership and real influence with decision-makers;
- being involved in designing, delivering and monitoring services;
- having a voice and being heard nationally as well as locally;
- involving older people from all the diverse communities in Lancashire;
- recognising the different needs of all kinds of older people;
- respect and response to feedback;
- sharing responsibility to overcome barriers;
- developing resources and support; and
- establishing a co-ordinated approach to involving older people.

There are more details of groups and individuals who have experience of what works in the strategy handbook.

Framework

Support for older people to have a voice in and influence services has to be in place at local and county level and across the wide range of statutory, voluntary and private organisations that provide those services. It will start in a local forum, where older people can raise and discuss issues alongside representatives from the many strong and successful local groups that already exist.

Local forums will then link with the local older people's partnership board, where all statutory, voluntary and private

sector partners are represented. The board will be the main channel of communication between older people, those who develop strategies and those who provide services.

Local strategic partnerships (LSPs) provide the hinges by which any framework will hang as they bring together all key partners and are the owners of community strategies and their delivery. Strengthening the role of these partnerships will give them greater influence and responsibility to meet the needs of their community.

District LSPs should consider adopting new older people's partnership boards as a sub-group with formal links to and representation on the LSP executive board. In this way, older people will have formal and direct influence on decisions which affect their communities.

Local circumstances will guide the details of each partnership board and the area it covers. This could mean one partnership board for a single district or, in some areas, two or three districts working with one partnership board.

We will help to develop a County Older People's

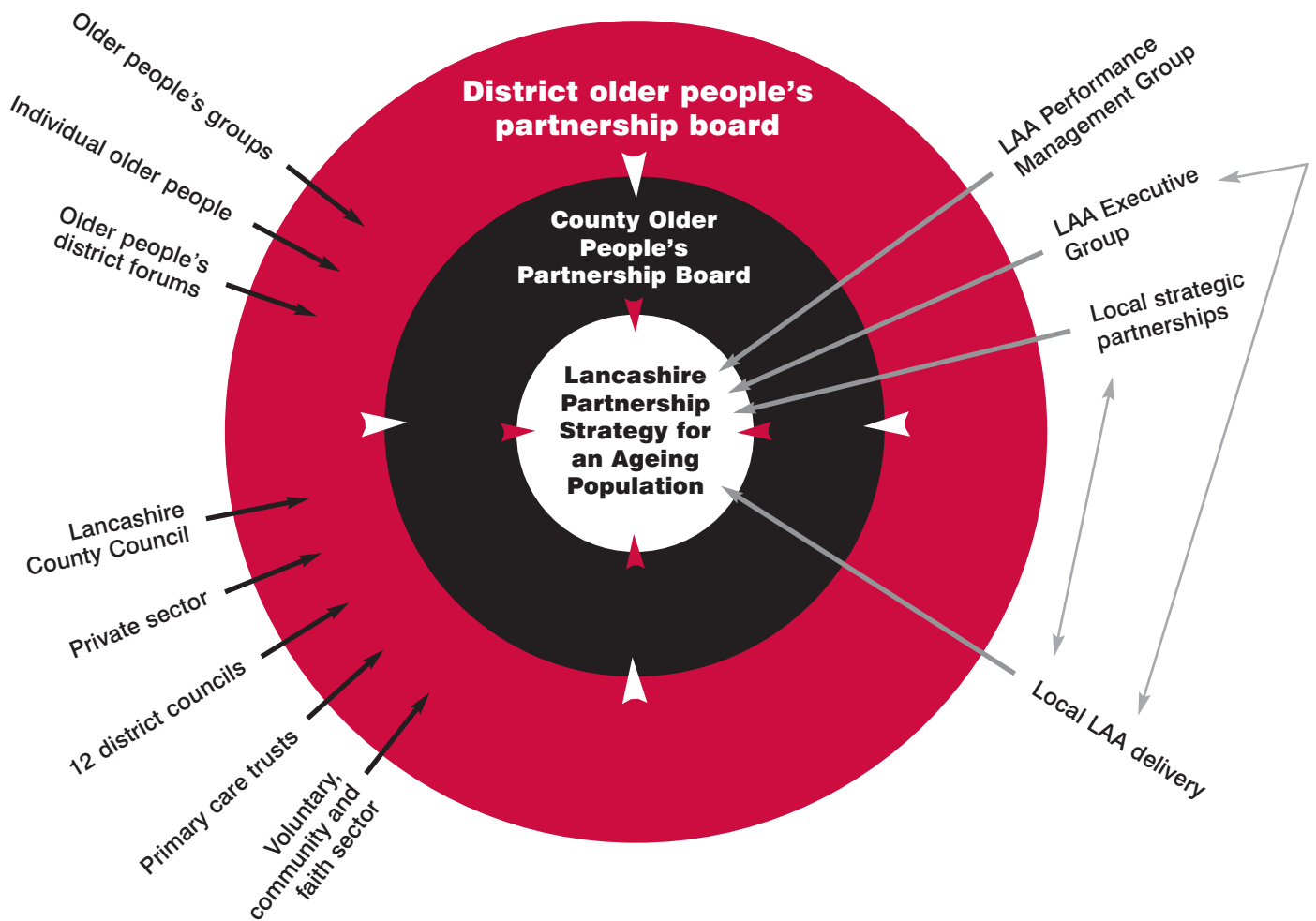
Partnership Board which can provide a forum for measuring progress against the outcomes of this strategy. The board will also help to achieve consistency and influence across the county. It will be made up of delegates from each area or district older people's partnership board, together with representatives from the Lancashire Partnership.

This kind of structure will help to:

- deliver and develop the strategy; and
- give older people influence over wider changes in how services are provided at a local level.

It will link with the Local Area Agreement through the district local strategic partnerships and the Lancashire Partnership. This will co-ordinate work done and progress made, and will help older people to make sure of outcomes which are meaningful to them.

The framework proposed is illustrated opposite. Details of the role of each group, reporting procedures and development timescales are set out in the strategy handbook.



Involving older people outside groups

Many older people may choose not to take part in these groups or may not have access to them, particularly if they are from minority ethnic groups or live in deprived or rural areas. Their influence is still essential however. To overcome this problem, we will develop a second framework which will allow older people to take part as individuals.

This framework will use technology, such as the internet, and a range of marketing techniques. Most partner organisations already have a similar system in place to some degree, so the main task will be to co-ordinate these systems and place them under a common banner.

This framework must be committed to continually identifying where groups, communities and individuals are not being heard and to

exploring opportunities and methods to change this.

Resources

Each layer of the framework will require its own resources, and all partner organisations will need to consider what they can commit. As the framework will provide a way of meeting the statutory requirement to consult and involve older people, partners should be prepared to offer a reasonable level of resources.

4

Delivering the strategy



There are eight areas of action which are key to making sure this strategy progresses and which the Lancashire Partnership is committed to. These are set out below. Measures described in chapter 2 are already in place to address the first three of these areas. Objectives for the remaining areas of action are identified in points 4 to 8 below.

- 1 Seeking out and challenging ageism.
- 2 Involving older people as true partners who can contribute their ideas and talents and promote change.
- 3 Providing effective information, advice and access so that older people have choice and control.
- 4 Making sure mainstream universal services meet the

needs and expectations of older people.

Age-proof services

Much thinking on meeting the needs of older people has concentrated on those who need specialist services. However, our consultation events revealed that all services are important to older people. Some organisations have recognised that they need to shape their business with this in mind and that not doing so will limit the contribution older people can make to the economy and wellbeing of the county.

We will promote an 'age-proofing' initiative across the county to challenge conventional thinking and promote new ideas.

There are more details of age-proofing toolkits in the handbook.

http://www.lancashire.gov.uk/corporate/ageing_population/

Organisations across Lancashire will make sure that existing and future strategies and services are age-proof, and will develop actions to meet the needs and expectations of all of our ageing population.

Reviewing the Lancashire Local Area Agreement

The Local Area Agreement (LAA) should become the main route for applying this strategy. We will make sure that annual and ongoing reviews of the LAA achieve this.

5 Leadership – developing a more joined-up approach to funding, commissioning and delivering services

Strong top-level leadership will be required to turn this strategy into action. To assist in this, we recommend that actions are taken forward by a Lancashire-wide older people's partnership board (see page 36), which acts on behalf of and has a clear reporting relationship to us.

The board should:

- provide strong leadership to take the strategy forward;
- develop a practical framework to guide the strategy; and
- build a more integrated approach to funding and commissioning services to support delivery of the strategy.

6 Having a proactive approach to communicating and promoting the strategy

The strategy must be communicated widely and promoted to as wide a range of audiences as possible. The consultation process has provided the first opportunity for this. The final strategy requires an equal if not greater effort.

7 Review and update the strategy

The strategy must be regularly reviewed so that it remains relevant and effective in a changing world.

8 Measuring delivery

We must be able to measure the strategy's level of success each year and when we arrive at 2026. Success will be measured by how the strategy has:

- improved the lives of older people; and
- affected Lancashire as a whole.

The handbook provides a list of key questions which can be used to assess the first of these. For example:

'How far have the views and priorities expressed by older people been put at the centre of planning and action for change?'

'How far has the strategy addressed inequalities by reducing the gap between well-off and poorer people and reducing overall levels of morbidity amongst people aged 50+?'

The effects of the strategy on the whole of the county can be

assessed against the individual themes of Ambition Lancashire (for example, 'Prosperous Lancashire' and 'Safer Lancashire'). The handbook explores this issue in more detail.

Delivering the strategy at district level

We can only realise our hopes for older people in Lancashire if all organisations in the county work with older people at local level to deliver the aims of the strategy. Chapter 5 provides a basis for further discussion and planning at district level by highlighting some of the particular issues and challenges facing each district.

5

Planning for an
ageing population
in your district



One of the key findings of our consultations was that many of the districts in Lancashire plan to produce their own strategy for an ageing population or older people's strategy. Some districts have already done so. Our work to develop this strategy has been the catalyst for discussion among service providers and local strategic partnerships and has identified the need to make links between this strategy and existing district strategies. In this way we can start to make sense of an intricate situation and not repeat work which has already been carried out.

This desire has led us to develop the following district pictures which can act as a basis for further discussions and long-term planning, as well

as making clear and cementing the links between a county and district strategy. The 'pictures' present facts and figures for each district and forecasts for 2020. They also suggest challenges for the future.

Lancashire-wide research

As part of the evidence base for this strategy, we commissioned research in three stages.

- Stage 1 investigated the population of Lancashire by age using a number of different sources including the Census of Population 2001, population forecasts from the Office for National Statistics and data from the Department for Work and Pensions.

- Stage 2 involved a survey in 2005 of 1,706 Lancashire residents aged over 45 to compare their attitudes and service needs.
- Stage 3 involved five focus groups made up of members from the Life in Lancashire panel. The aim of the groups was to explore older people's attitudes and motivation in more detail.

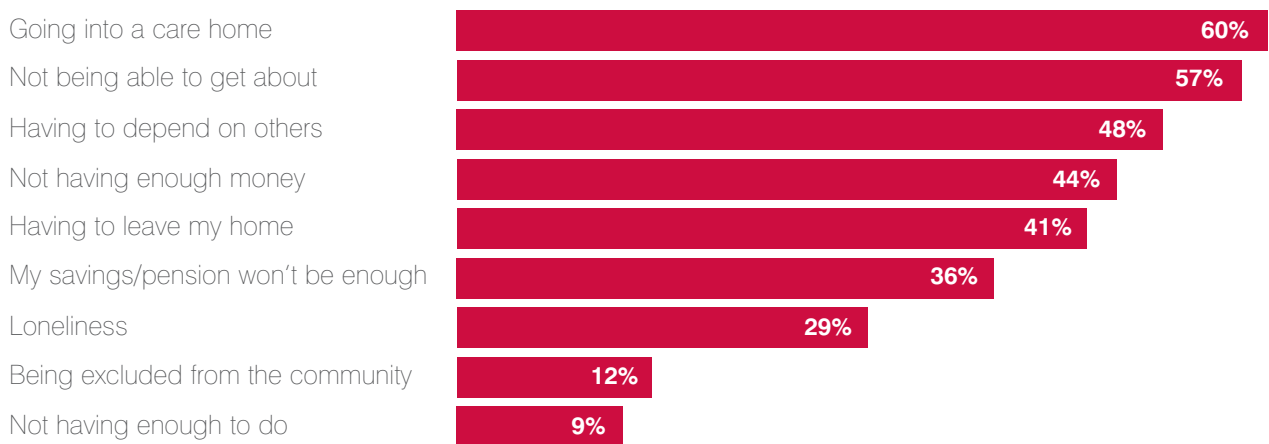
Some of this research can be broken down by district and forms the backbone of our district pictures. More information is available using the link below.

http://www.lancashire.gov.uk/corporate/ageing_population/

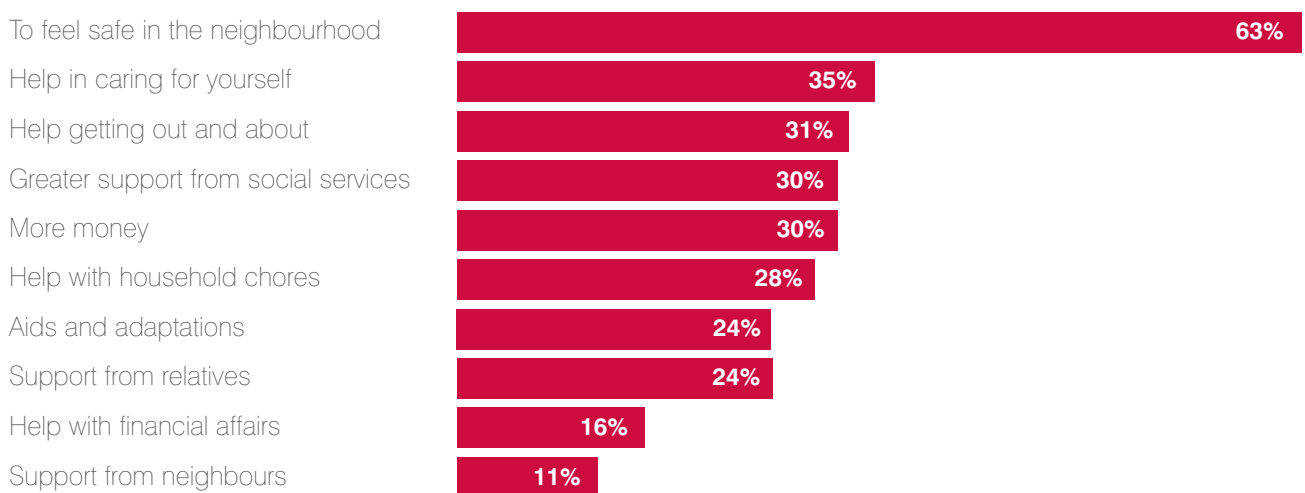
During our research we asked the two key questions shown

below. The responses we received were very consistent across Lancashire and should therefore play a major part in long-term planning in all districts.

Everyone would say that they would want to avoid having poor health in their old age. Which things, if any, apart from poor health, would be most important to avoid for your lifestyle in older age?



Which of the following, if any, do you think would most allow you to remain living in your neighbourhood in old age?



Ambition Lancashire and district community strategies

The needs of the people of Lancashire vary throughout the county. The Lancashire Partnership wants to work with district councils and local strategic partnerships to develop joint approaches to shared issues of concern. For this reason Ambition Lancashire takes into account the views of local strategic partnerships and should be read alongside district community strategies.

The partnership wants to continue this approach through the Strategy for an Ageing Population to build on the work of our local strategic partners in the districts and other service providers.

The district pictures on the following pages therefore aim to add value to the work of organisations in a district who need to plan future services for older people or who have expressed interest in evidence-based solutions to meet the needs and expectations of local people as they grow older.

Burnley 2020 –

Significance and challenges of the Strategy for an Ageing Population



Where percentages in charts and tables do not add up to 100, this may be due to computer rounding, the exclusion of 'don't know' categories, or multiple answers.

Population forecast – now and in 2020

Age	2005	2020	Difference	% growth rate	Lancashire % growth rate	England % growth rate
50 to 64	16,000	16,600	600	3.8%	16.7%	17.1%
65 to 79	9,700	12,500	2,800	28.9%	36.1%	27.2%
80 or over	3,800	4,500	700	18.4%	35.2%	29.3%
All ages	87,600	82,900	-4,700	-5.4%	6.1%	7.2%

Source: 2004-based population forecasts – Office for National Statistics.

Burnley's total population is forecast to fall by 4,700 between 2005 and 2020. Within the same period, the population aged 50 or over will increase by 4,100. The greatest increase will be in 65- to 79-year-olds (2,800).

What does the increasing population of people aged over 50 mean for your service or business?

Black and minority ethnic (BME) population – now and in 2020

Age	Number of BME	% BME
50 to 64	548	3.6%
65 to 79	219	2.2%
80 or over	39	1.1%
All ages	7,383	8.2%

Source: Census of Population 2001.

- In 2001, 1,299 people in Burnley aged 30 to 44 (6.7%) were BME. These people are the 50- to 64-year-olds of 2020. This figure is more than double the 548 people aged 50 to 64 who were BME in 2001.
- The younger the age group, the higher the proportion of BME people.
- The percentage of the older population who are BME will increase as the current population ages.

How will local services meet the needs of the growing BME population, providing services to support active ageing whilst recognising and respecting cultural differences?

Financially and materially secure – now and in 2020

'Remember, your bank book is your best friend.'

Burnley pensioner

According to the Indices of Deprivation 2004, 2,516 people in Burnley aged over 65 (18.6%) are income deprived. If this percentage remains the same in 2020, the number of income-deprived over-65-year-olds will be 3,162.

How can we make sure there is enough employment of the right type for people who want to continue working as they get older?

If people cannot or do not want to continue working, how can we help them to claim all the benefits they are entitled to?

Accessing mainstream services

Which of the following modes of transport would you normally use for the following tasks at the moment?

	Car	Bus	Train	Foot	Other	Doesn't apply
Going shopping	70%	17%	0%	10%	3%	1%
Going to the doctors	51%	9%	0%	38%	2%	1%
Going to hospital	55%	18%	0%	20%	7%	1%
Visiting leisure services	58%	15%	1%	14%	2%	10%

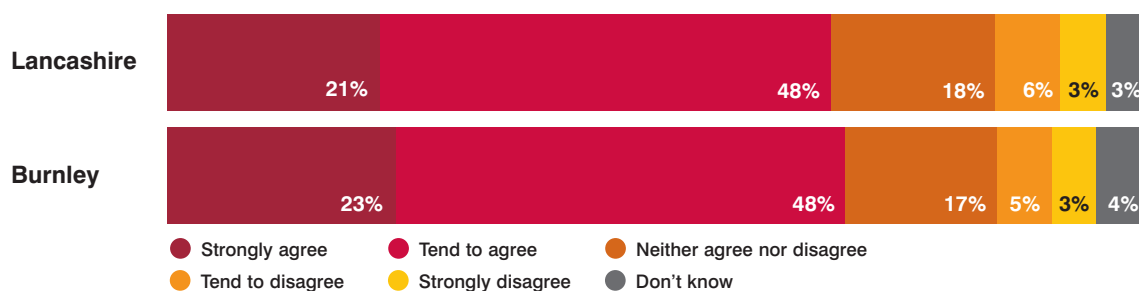
Base: 117 Burnley respondents aged over 45.

Source: Life in Lancashire citizens' panel Better Government for Older People research, December 2005.

How can we develop local transport to help people access services as they grow older, particularly in rural parts of Burnley?

Making a positive contribution

How much do you agree with the following statement: 'Older people will play an increasingly important role in society in the future'?



Base: 1,638 respondents aged over 45 for Lancashire, 117 for Burnley.
Source: Life in Lancashire citizens' panel Better Government for Older People research, December 2005.

How will local service planners and businesses involve older people in planning services that are fit for the future and meet the needs of Burnley's changing population?

Keeping healthy and well

Population aged 50 or over with a limiting long-term illness (LLTI)

	Number with LLTI	% with LLTI	13,600 people in Burnley aged over 50 had a LLTI in 2001. This was the 6th highest figure among the 12 districts (partly because Burnley is the 8th most populated district).
England and Wales	6,706,427	38.5%	
Lancashire	164,800	41.6%	
Burnley	13,600	47.1%	

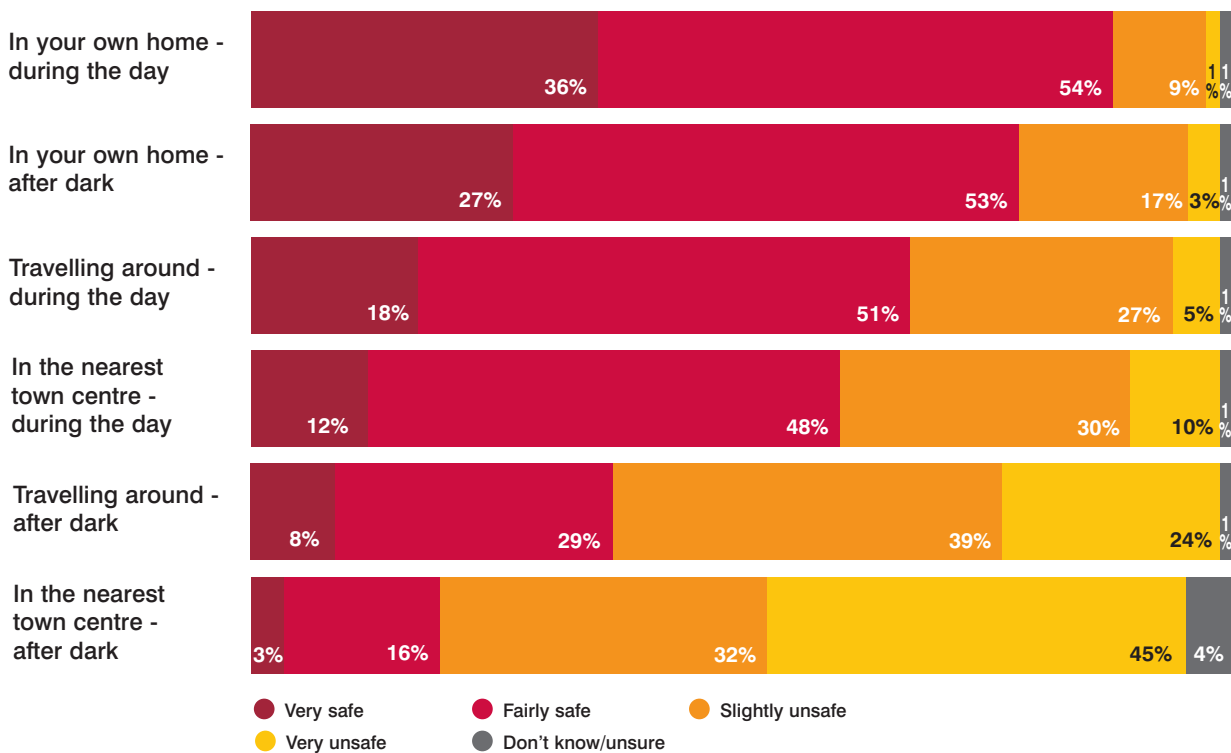
Source: Census of Population 2001.

How will local service providers meet the needs of the increasing number of people who want greater choice and control over their health and social care?

How will local housing services need to develop to meet the needs of increasing numbers of older people and, in particular, those who need support to help them remain living in the community?

Feeling safe and supported

How safe would you say you feel on your own in each of the following situations?



Base: 117 Burnley respondents aged over 45.
 Source: Life in Lancashire citizens' panel Better Government for Older People research, December 2005.

How can town centres be improved to help older people feel safe when they are out and about, particularly at night?

For more information about the Burnley Action Partnership Community Strategy, visit:
<http://burnley.tnltest.co.uk>

Chorley 2020 –

Significance and challenges of the Strategy for an Ageing Population



Where percentages in charts and tables do not add up to 100, this may be due to computer rounding, the exclusion of 'don't know' categories, or multiple answers.

Population forecast – now and in 2020

Age	2005	2020	Difference	% growth rate	Lancashire % growth rate	England % growth rate
50 to 64	21,200	24,000	2,800	13.2%	16.7%	17.1%
65 to 79	11,500	18,100	6,600	57.4%	36.1%	27.2%
80 or over	3,800	5,900	2,100	55.3%	35.2%	29.3%
All ages	103,800	115,700	11,900	11.5%	6.1%	7.2%

Source: 2004-based population forecasts – Office for National Statistics.

Chorley's total population is forecast to increase by 11,900 between 2005 and 2020. Within the same period, the population aged 50 or over will increase by 11,500. The greatest increase will be in 65- to 79-year-olds (6,600).

What does the increasing population, especially those aged between 65 and 79, mean for your service or business?

Black and minority ethnic (BME) population – now and in 2020

Age	Number of BME	% BME
50 to 64	207	1.0%
65 to 79	69	0.6%
80 or over	9	0.3%
All ages	2,118	2.1%

Source: Census of Population 2001.

- In 2001, 520 people in Chorley aged 30 to 44 (2.2%) were BME. These people are the 50- to 64-year-olds of 2020. 520 people is more than double the 207 people aged 50 to 64 who were BME in 2001.
- The younger the age group, the higher the proportion of BME people.
- The proportion of the older population who are BME will increase as the current population ages.

How will local services meet the needs of the growing BME population, providing services to support active ageing whilst recognising and respecting cultural differences?

Financially and materially secure – now and in 2020

According to the Indices of Deprivation 2004, around 1,990 people in Chorley aged over 65 (13.9%) are income deprived. If this percentage remains the same in 2020, the number of income-deprived over-65-year-olds will be 3,336.

How can we make sure there is enough employment of the right type for people who want to continue working as they get older?

If people cannot or do not want to continue working, how can we help them to claim all the benefits they are entitled to?

Accessing mainstream services

Which of the following modes of transport would you normally use for the following tasks at the moment?

	Car	Bus	Train	Foot	Other	Doesn't apply
Going shopping	82%	6%	1%	10%	1%	1%
Going to the doctors	68%	4%	0%	27%	1%	0%
Going to hospital	76%	11%	0%	10%	3%	0%
Visiting leisure services	76%	5%	1%	11%	0%	8%

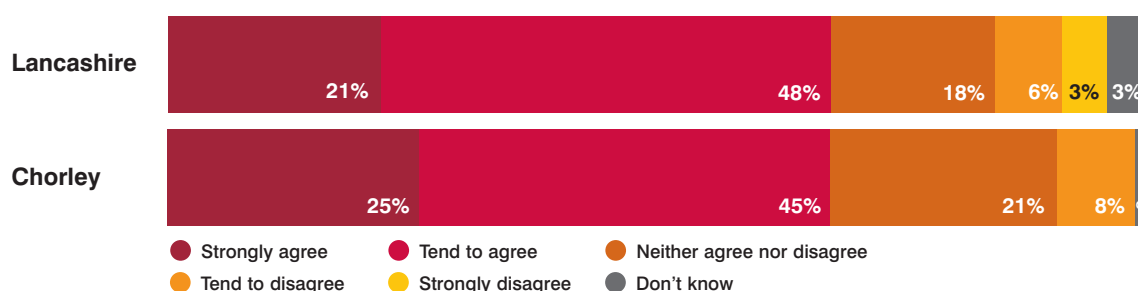
Base: 130 Chorley respondents aged over 45.

Source: Life in Lancashire citizens' panel Better Government for Older People research, December 2005.

How can we develop local transport to help people access services as they grow older, particularly in rural parts of Chorley?

Making a positive contribution

How much do you agree with the following statement: 'Older people will play an increasingly important role in society in the future'?



Base: 1,638 respondents aged over 45 for Lancashire, 130 for Chorley.
 Source: Life in Lancashire citizens' panel Better Government for Older People research, December 2005.

How will local service planners and businesses involve older people in planning services that are fit for the future and meet the needs of Chorley's changing population?

Keeping healthy and well

Population aged 50 or over with a limiting long-term illness (LLTI)

	Number with LLTI	% with LLTI	13,300 people in Chorley aged over 50 had a LLTI in 2001. This was the 7th highest figure among the 12 districts (partly because Chorley is the 6th most populated district).
England and Wales	6,706,427	38.5%	
Lancashire	164,800	41.6%	
Chorley	13,300	38.9%	

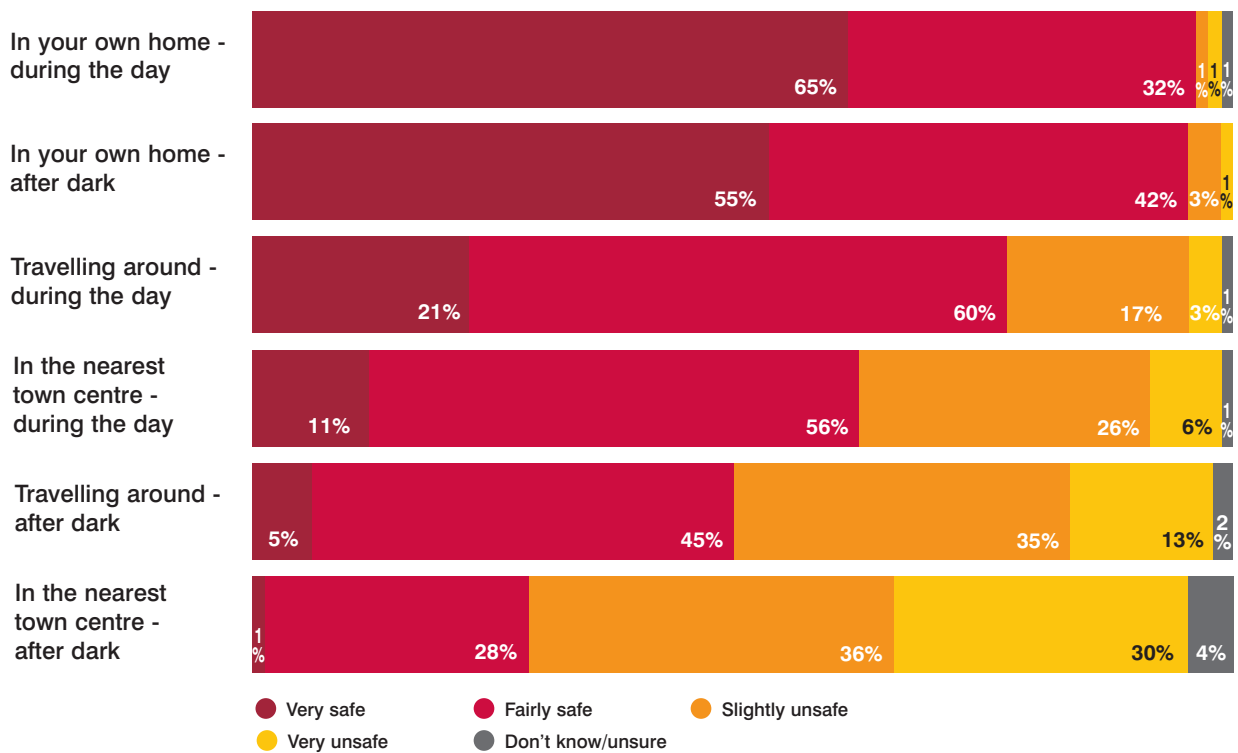
Source: Census of Population 2001.

How will local service providers meet the needs of the increasing number of people who want greater choice and control over their health and social care?

How will local housing services need to develop to meet the needs of increasing numbers of older people and, in particular, those who need support to help them remain living in the community?

Feeling safe and supported

How safe would you say you feel on your own in each of the following situations?



Base: 130 Chorley respondents aged over 45.
 Source: Life in Lancashire citizens' panel Better Government for Older People research, December 2005.

How can town centres be improved to help older people feel safe when they are out and about, particularly at night?

For more information about Chorley Borough Council's Community Strategy, visit:
<http://www.chorley.gov.uk>.

Fylde 2020 –

Significance and challenges of the Strategy for an Ageing Population



Where percentages in charts and tables do not add up to 100, this may be due to computer rounding, the exclusion of 'don't know' categories, or multiple answers.

Population forecast – now and in 2020

Age	2005	2020	Difference	% growth rate	Lancashire % growth rate	England % growth rate
50 to 64	15,700	20,300	4,600	29.3%	16.7%	17.1%
65 to 79	12,200	17,000	4,800	39.3%	36.1%	27.2%
80 or over	5,200	7,100	1,900	36.5%	35.2%	29.3%
All ages	76,700	88,000	11,300	14.7%	6.1%	7.2%

Source: 2004-based population forecasts – Office for National Statistics.

Fylde's total population is forecast to increase by 11,300 between 2005 and 2020. Within the same period, the population aged 50 or over will increase by 11,300. The greatest increase will be in 65-to 79-year-olds (4,800).

What does the increasing population, especially those aged between 65 and 79, mean for your service or business?

Black and minority ethnic (BME) population – now and in 2020

Age	Number of BME	% BME
50 to 64	83	0.6%
65 to 79	25	0.2%
80 or over	6	0.1%
All ages	1,031	1.4%

Source: Census of Population 2001.

- In 2001, 284 people in Fylde aged 30 to 44 (1.9%) were BME. These people are the 50- to 64-year-olds of 2020. 284 people is more than three times the 83 people aged 50 to 64 who were BME in 2001.
- The younger the age group, the higher the proportion of BME people.
- The proportion of the older population who are BME will increase as the current population ages.

How will local services meet the needs of the growing BME population, providing services to support active ageing whilst recognising and respecting cultural differences?

Financially and materially secure – now and in 2020

According to the Indices of Deprivation 2004, around 1,780 people in Fylde aged over 65 (10.7%) are income deprived. If this percentage remains the same in 2020, the number of income-deprived over-65-year-olds will be 2,579.

How can we make sure there is enough employment of the right type for people who want to continue working as they get older?

If people cannot or do not want to continue working, how can we help them to claim all the benefits they are entitled to?

Accessing mainstream services

Which of the following modes of transport would you normally use for the following tasks at the moment?

	Car	Bus	Train	Foot	Other	Doesn't apply
Going shopping	75%	9%	0%	12%	3%	2%
Going to the doctors	59%	4%	0%	32%	4%	2%
Going to hospital	81%	11%	2%	0%	4%	2%
Visiting leisure services	68%	8%	2%	9%	1%	12%

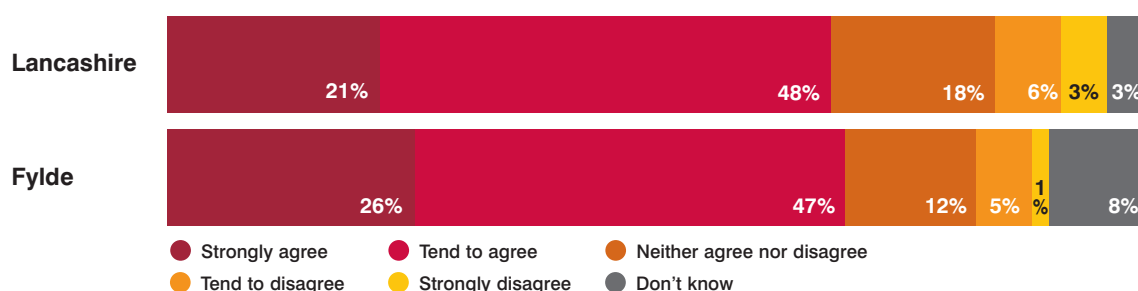
Base: 135 Fylde respondents aged over 45.

Source: Life in Lancashire citizens' panel Better Government for Older People research, December 2005.

How can we develop local transport to help people access services as they grow older, particularly in rural parts of Fylde?

Making a positive contribution

How much do you agree with the following statement: 'Older people will play an increasingly important role in society in the future'?



Base: 1,638 respondents aged over 45 for Lancashire, 135 for Fylde.
 Source: Life in Lancashire citizens' panel Better Government for Older People research, December 2005.

How will local service planners and businesses involve older people in planning services that are fit for the future and meet the needs of Fylde's changing population?

Keeping healthy and well

Population aged 50 or over with a limiting long-term illness (LLTI)

	Number with LLTI	% with LLTI	
England and Wales	6,706,427	38.5%	12,200 people in Fylde aged over 50 had a LLTI in 2001. This was the 3rd lowest figure among the 12 districts (partly because Fylde is the 3rd lowest populated district).
Lancashire	164,800	41.6%	
Fylde	12,200	39.3%	

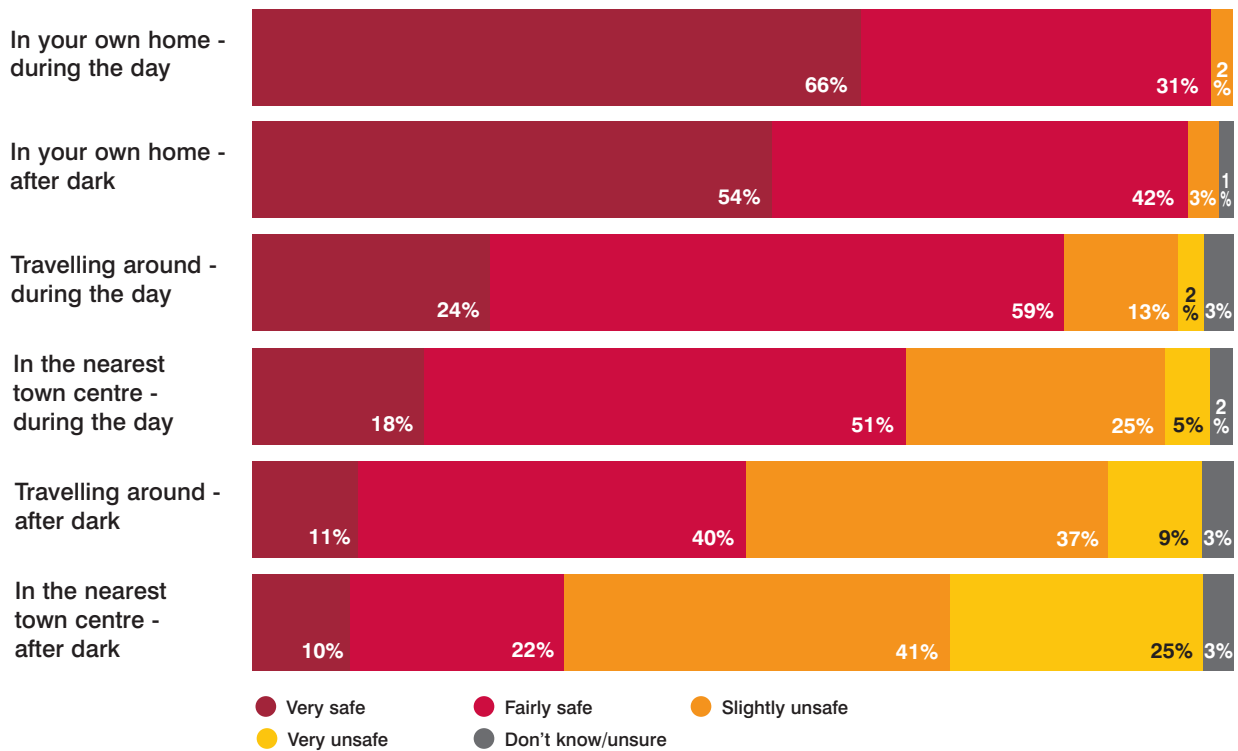
Source: Census of Population 2001.

How will local service providers meet the needs of the increasing number of people who want greater choice and control over their health and social care?

How will local housing services need to develop to meet the needs of increasing numbers of older people and, in particular, those who need support to help them remain living in the community?

Feeling safe and supported

How safe would you say you feel on your own in each of the following situations?



Base: 135 Fylde respondents aged over 45.
 Source: Life in Lancashire citizens' panel Better Government for Older People research, December 2005.

How can town centres be improved to help older people feel safe when they are out and about, particularly at night?

For more information about the Fylde Community Plan, visit:

<http://www.fylde.gov.uk/Category.aspx?cat=1579>

Hyndburn 2020 –

Significance and challenges of the Strategy for an Ageing Population



Where percentages in charts and tables do not add up to 100, this may be due to computer rounding, the exclusion of 'don't know' categories, or multiple answers.

Population forecast – now and in 2020

Age	2005	2020	Difference	% growth rate	Lancashire % growth rate	England % growth rate
50 to 64	14,500	16,100	1,600	11.0%	16.7%	17.1%
65 to 79	9,000	11,300	2,300	25.6%	36.1%	27.2%
80 or over	3,400	4,200	800	23.5%	35.2%	29.3%
All ages	81,700	82,800	1,100	1.3%	6.1%	7.2%

Source: 2004-based population forecasts – Office for National Statistics.

Hyndburn's total population is forecast to increase by 1,100 between 2005 and 2020. Within the same period, the population aged 50 or over will increase by 4,700. The greatest increase will be in 65- to 79-year-olds (2,300).

What does the increasing population, especially those aged between 65 and 79, mean for your service or business?

Black and minority ethnic (BME) population – now and in 2020

Age	Number of BME	% BME
50 to 64	396	2.8%
65 to 79	241	2.7%
80 or over	33	1.0%
All ages	6,773	8.3%

Source: Census of Population 2001.

- In 2001, 1,159 people aged 30 to 44 (6.5%) were BME. These people are the 50- to 64-year-olds of 2020. 1,159 people is more than double the 396 people aged 50 to 64 who were BME in 2001.
- The younger the age group, the higher the proportion of BME people.
- The proportion of the older population who are BME will increase as the current population ages.

How will local services meet the needs of the growing BME population, providing services to support active ageing whilst recognising and respecting cultural differences?

Financially and materially secure – now and in 2020

According to the Indices of Deprivation 2004, around 2,280 people in Hyndburn aged over 65 (18.6%) are income deprived. If this percentage remains the same in 2020, the number of income-deprived over-65-year-olds will be 2,883.

How can we make sure there is enough employment of the right type for people who want to continue working as they get older?

If people cannot or do not want to continue working, how can we help them to claim all the benefits they are entitled to?

Accessing mainstream services

Which of the following modes of transport would you normally use for the following tasks at the moment?

	Car	Bus	Train	Foot	Other	Doesn't apply
Going shopping	63%	20%	2%	9%	5%	1%
Going to the doctors	45%	12%	0%	34%	8%	1%
Going to hospital	70%	19%	0%	3%	7%	1%
Visiting leisure services	63%	11%	1%	6%	1%	18%

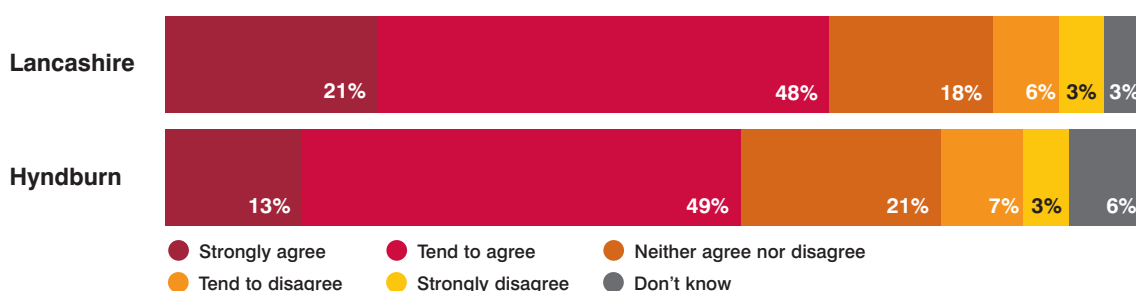
Base: 106 Hyndburn respondents aged over 45.

Source: Life in Lancashire citizens' panel Better Government for Older People research, December 2005.

How can we develop local transport to help people access services as they grow older, particularly in rural parts of Hyndburn?

Making a positive contribution

How much do you agree with the following statement: 'Older people will play an increasingly important role in society in the future'?



Base: 1,638 respondents aged over 45 for Lancashire, 106 for Hyndburn.
 Source: Life in Lancashire citizens' panel Better Government for Older People research, December 2005.

How will local service planners and businesses involve older people in planning services that are fit for the future and meet the needs of Hyndburn's changing population?

Keeping healthy and well

Population aged 50 or over with a limiting long-term illness (LLTI)

	Number with LLTI	% with LLTI
England and Wales	6,706,427	38.5%
Lancashire	164,800	41.6%
Hyndburn	12,300	46.9%

12,300 people in Hyndburn aged over 50 had a LLTI in 2001. This was the 9th highest figure among the 12 districts.

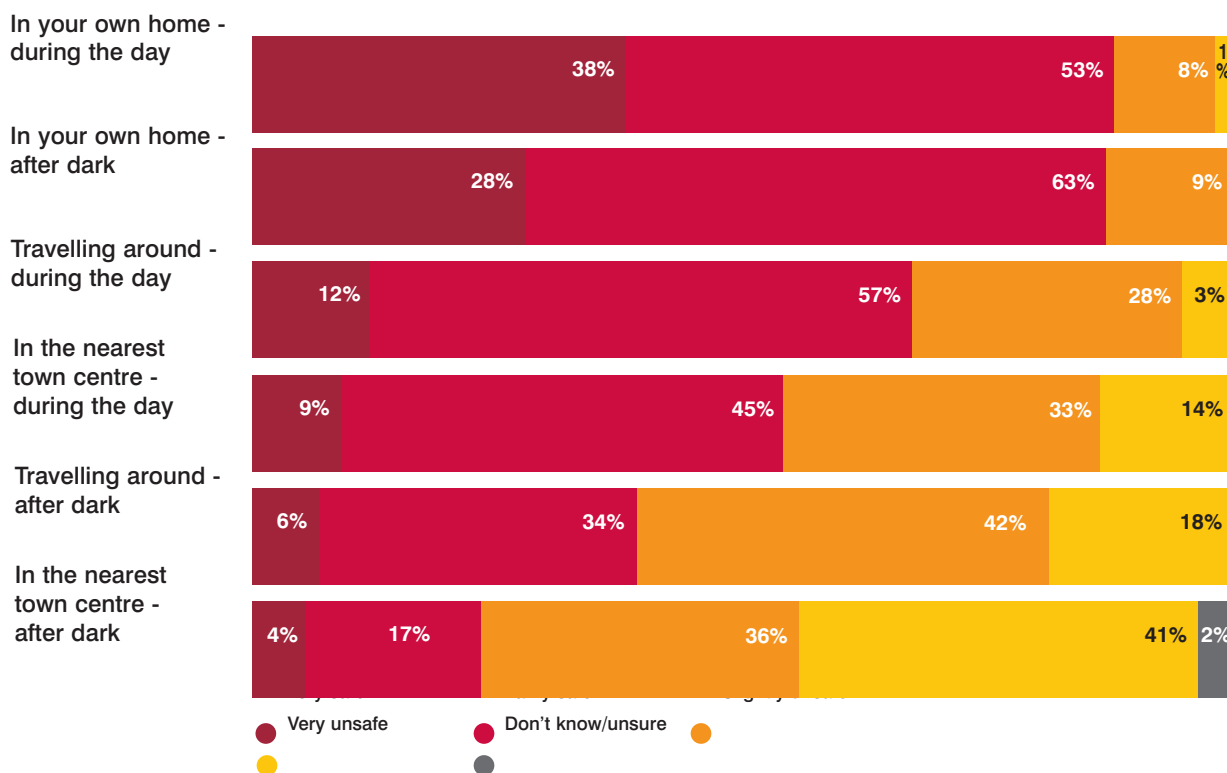
Source: Census of Population 2001.

How will local service providers meet the needs of the increasing number of people who want greater choice and control over their health and social care?

How will local housing services need to develop to meet the needs of increasing numbers of older people and, in particular, those who need support to help them remain living in the community?

Feeling safe and supported

How safe would you say you feel on your own in each of the following situations?



Base: 106 Hyndburn respondents aged over 45.

Source: Life in Lancashire citizens' panel Better Government for Older People research, December 2005

How can town centres be improved to help older people feel safe when they are out and about, particularly at night?

For more information about the Hyndburn Community Strategy, visit:

http://www.hyndburnbc.gov.uk/roundabout/opencms/community_and_living/Community_Strategy/

Lancaster 2020 –

Significance and challenges of the Strategy for an Ageing Population



Where percentages in charts and tables do not add up to 100, this may be due to computer rounding, the exclusion of 'don't know' categories, or multiple answers.

Population forecast – now and in 2020

Age	2005	2020	Difference	% growth rate	Lancashire % growth rate	England % growth rate
50 to 64	24,400	29,300	4,900	20.1%	16.7%	17.1%
65 to 79	17,300	23,000	5,700	32.9%	36.1%	27.2%
80 or over	7,000	8,700	1,700	24.3%	35.2%	29.3%
All ages	137,500	146,900	9,400	6.8%	6.1%	7.2%

Source: 2004-based population forecasts – Office for National Statistics.

Lancaster's total population is forecast to increase by 9,400 between 2005 and 2020. Within the same period, the population aged 50 or over will increase by 12,300. The greatest increase will be in 65- to 79-year-olds (5,700).

What does the increasing population, especially those aged between 65 and 79, mean for your service or business?

Black and minority ethnic (BME) population – now and in 2020

Age	Number of BME	% BME
50 to 64	170	0.7%
65 to 79	74	0.4%
80 or over	21	0.3%
All ages	2,874	2.1%

Source: Census of Population 2001.

- In 2001, 653 people in Lancaster aged 30 to 44 (2.4%) were BME. These people are the 50- to 64-year-olds of 2020. 653 people is more than three times the 170 people aged 50 to 64 who were BME in 2001.
- The younger the age group, the higher the proportion of BME people.
- The proportion of the older population who are BME will increase as the current population ages.

How will local services meet the needs of the growing BME population, providing services to support active ageing whilst recognising and respecting cultural differences?

Financially and materially secure – now and in 2020

According to the Indices of Deprivation 2004, around 3,550 people in Lancaster aged over 65 (14.9%) are income deprived. If this percentage remains the same in 2020, the number of income-deprived over-65-year-olds will be 4,723.

How can we make sure there is enough employment of the right type for people who want to continue working as they get older?

If people cannot or do not want to continue working, how can we help them to claim all the benefits they are entitled to?

Accessing mainstream services

Which of the following modes of transport would you normally use for the following tasks at the moment?

	Car	Bus	Train	Foot	Other	Doesn't apply
Going shopping	75%	9%	0%	12%	3%	2%
Going to the doctors	59%	4%	0%	32%	4%	2%
Going to hospital	81%	11%	2%	0%	4%	2%
Visiting leisure services	68%	8%	2%	9%	1%	12%

Base: 201 Lancaster respondents aged over 45.

Source: Life in Lancashire citizens' panel Better Government for Older People research, December 2005.

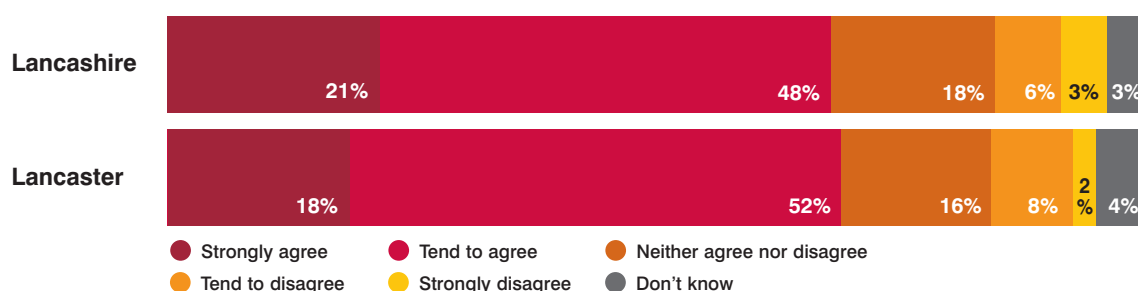
'We need to phone ahead for a ramp when we use the train. Morecambe station is unmanned.'

Morecambe resident aged 45 to 64

How can we develop local transport to help people access services as they grow older, particularly in rural parts of Lancaster?

Making a positive contribution

How much do you agree with the following statement: 'Older people will play an increasingly important role in society in the future'?



Base: 1,638 respondents aged over 45 for Lancashire, 201 for Lancaster.
 Source: Life in Lancashire citizens' panel Better Government for Older People research, December 2005

How will local service planners and businesses involve older people in planning services that are fit for the future and meet the needs of Lancaster's changing population?

Keeping healthy and well

Population aged 50 or over with a limiting long-term illness (LLTI)

	Number with LLTI	% with LLTI	
England and Wales	6,706,427	38.5%	19,200 people in Lancaster aged over 50 had a LLTI in 2001. This was the highest figure among the 12 districts (partly because Lancaster is the highest populated district).
Lancashire	164,800	41.6%	
Lancaster	19,200	41.1%	

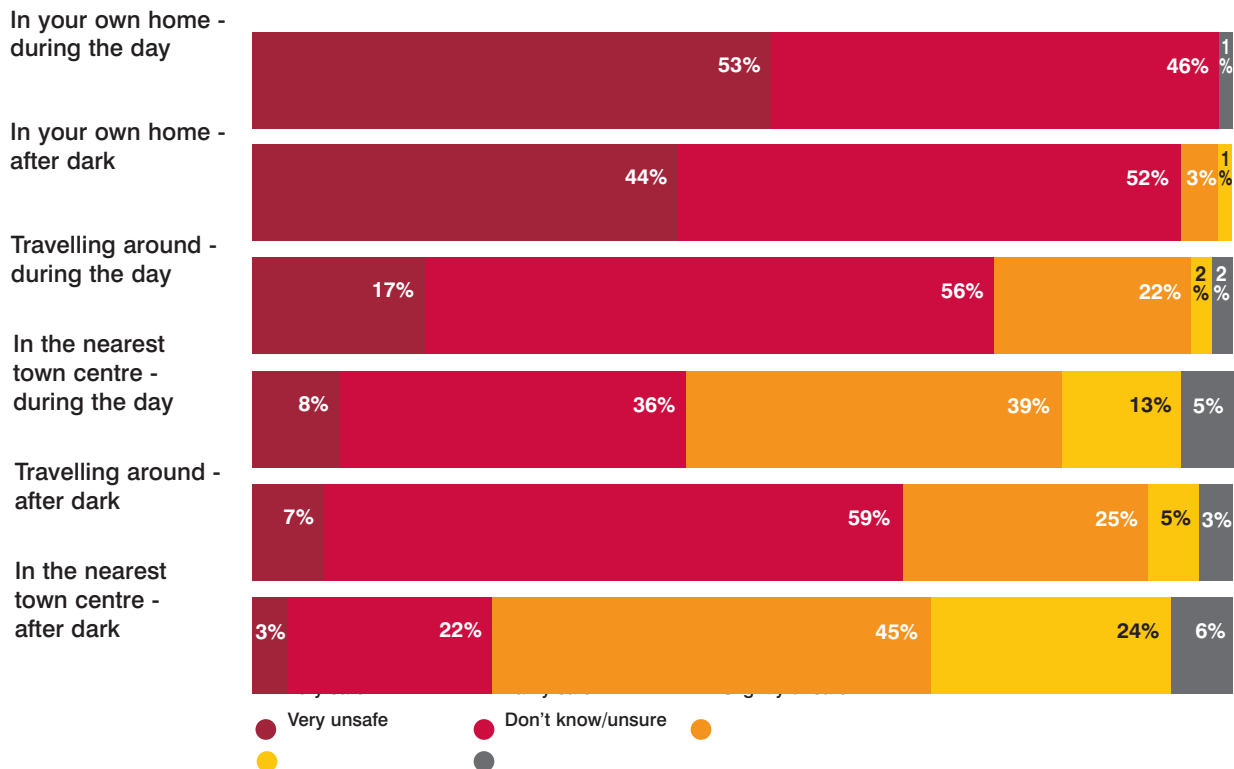
Source: Census of Population 2001.

How will local service providers meet the needs of the increasing number of people who want greater choice and control over their health and social care?

How will local housing services need to develop to meet the needs of increasing numbers of older people and, in particular, those who need support to help them remain living in the community?

Feeling safe and supported

How safe would you say you feel on your own in each of the following situations?



Base: 201 Lancaster respondents aged over 45.

Source: Life in Lancashire citizens' panel Better Government for Older People research, December 2005.

How can town centres be improved to help older people feel safe when they are out and about, particularly at night?

For more information about the Lancaster District Community Strategy, visit:

<http://www.lancaster.gov.uk/AtoZ/AZContent.asp?id=SX9452-A77FE808>

Pendle 2020 –

Significance and challenges of the Strategy for an Ageing Population



Where percentages in charts and tables do not add up to 100, this may be due to computer rounding, the exclusion of 'don't know' categories, or multiple answers.

Population forecast – now and in 2020

Age	2005	2020	Difference	% growth rate	Lancashire % growth rate	England % growth rate
50 to 64	16,500	18,200	1,700	10.3%	16.7%	17.1%
65 to 79	9,800	13,500	3,700	37.8%	36.1%	27.2%
80 or over	4,000	4,700	700	17.5%	35.2%	29.3%
All ages	89,300	90,300	1,000	1.1%	6.1%	7.2%

Source: 2004-based population forecasts – Office for National Statistics.

Pendle's total population is forecast to increase by 1,000 between 2005 and 2020. Within the same period, the population aged 50 or over will increase by 6,100. The greatest increase will be in 65- to 79-year-olds (3,700).

What does the increasing population, especially those aged between 65 and 79, mean for your service or business?

Black and minority ethnic (BME) population – now and in 2020

Age	Number of BME	% BME
50 to 64	862	5.7%
65 to 79	359	3.6%
80 or over	53	1.5%
All ages	13,448	15.1%

Source: Census of Population 2001.

- In 2001, 2,490 people in Pendle aged 30 to 44 (13.3%) were BME. These people are the 50- to 64-year-olds of 2020. 2,490 people is almost three times the 862 people aged 50 to 64 who were BME in 2001.
- The younger the age group, the higher the proportion of BME people.
- The proportion of the older population who are BME will increase as the current population ages.

How will local services meet the needs of the growing BME population, providing services to support active ageing whilst recognising and respecting cultural differences?

Financially and materially secure – now and in 2020

According to the Indices of Deprivation 2004, around 2,310 people in Pendle aged over 65 (16.9%) are income deprived. If this percentage remains the same in 2020, the number of income-deprived over-65-year-olds will be 3,076.

How can we make sure there is enough employment of the right type for people who want to continue working as they get older?

If people cannot or do not want to continue working, how can we help them to claim all the benefits they are entitled to?

Accessing mainstream services

Which of the following modes of transport would you normally use for the following tasks at the moment?

	Car	Bus	Train	Foot	Other	Doesn't apply
Going shopping	64%	14%	0%	17%	4%	1%
Going to the doctors	52%	16%	0%	27%	4%	1%
Going to hospital	66%	25%	0%	0%	7%	2%
Visiting leisure services	56%	12%	0%	18%	4%	10%

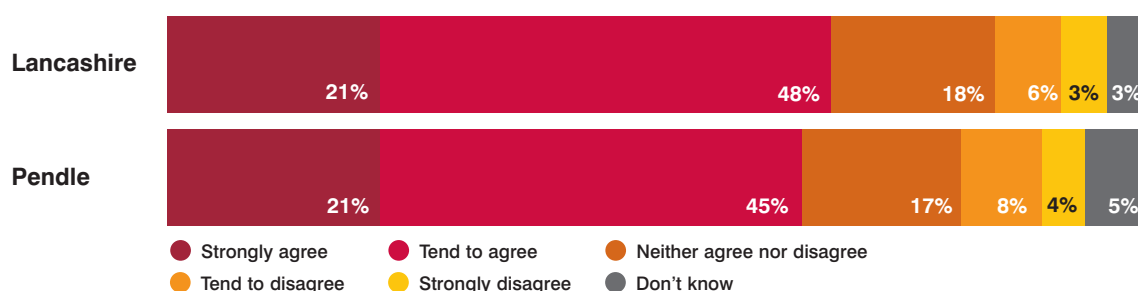
Base: 116 Pendle respondents aged over 45.

Source: Life in Lancashire citizens' panel Better Government for Older People research, December 2005.

How can we develop local transport to help people access services as they grow older, particularly in rural parts of Pendle?

Making a positive contribution

How much do you agree with the following statement: 'Older people will play an increasingly important role in society in the future'?



Base: 1,638 respondents aged over 45 for Lancashire, 116 for Pendle.
 Source: Life in Lancashire citizens' panel Better Government for Older People research, December 2005.

How will local service planners and businesses involve older people in planning services that are fit for the future and meet the needs of Pendle's changing population?

Keeping healthy and well

Population aged 50 or over with a limiting long-term illness (LLTI)

	Number with LLTI	% with LLTI	12,800 people in Pendle aged over 50 had a LLTI in 2001. This was the 8th highest figure among the 12 districts (partly because Pendle is the 7th most populated district).
England and Wales	6,706,427	38.5%	
Lancashire	164,800	41.6%	
Pendle	12,800	44.3%	

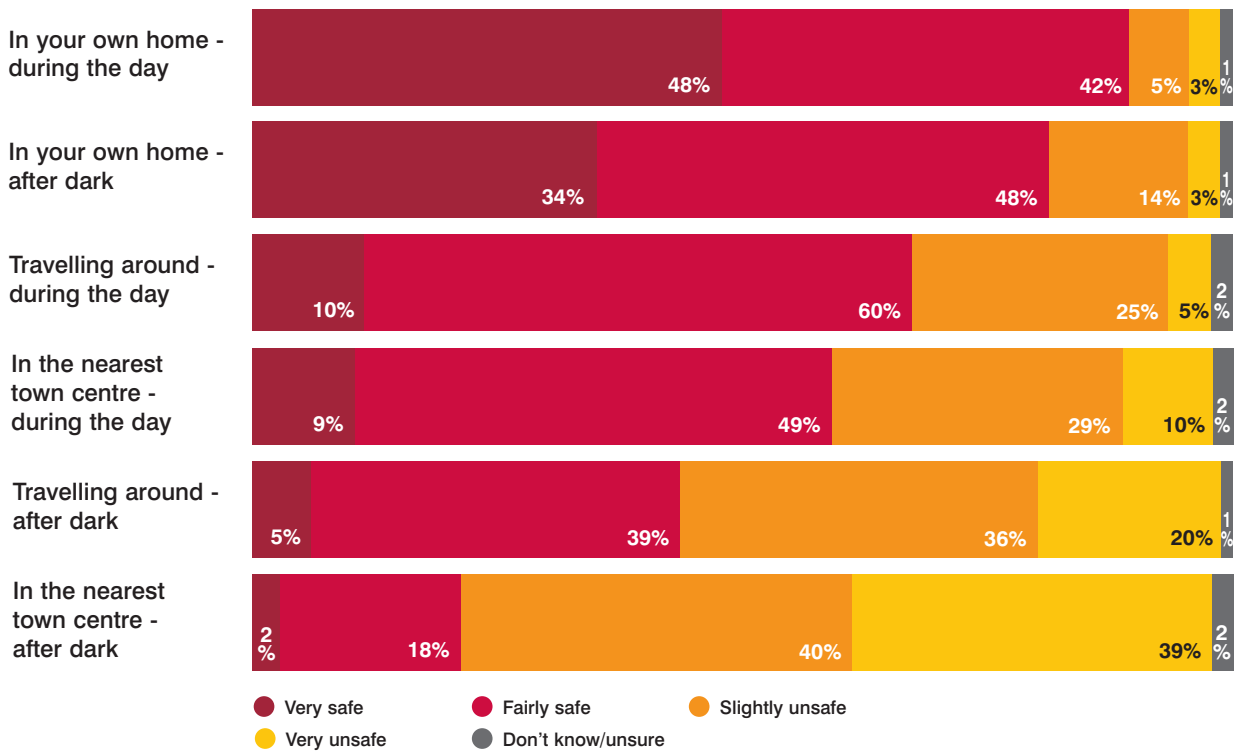
Source: Census of Population 2001.

How will local service providers meet the needs of the increasing number of people who want greater choice and control over their health and social care?

How will local housing services need to develop to meet the needs of increasing numbers of older people and, in particular, those who need support to help them remain living in the community?

Feeling safe and supported

How safe would you say you feel on your own in each of the following situations?



Base: 116 Pendle respondents aged over 45.
 Source: Life in Lancashire citizens' panel Better Government for Older People research, December 2005.

How can town centres be improved to help older people feel safe when they are out and about, particularly at night?

For more information about the Pendle Community Strategy, visit:
http://www.pendle.gov.uk/site/scripts/services_info.php?serviceID=143

Preston 2020 –

Significance and challenges of the Strategy for an Ageing Population



Where percentages in charts and tables do not add up to 100, this may be due to computer rounding, the exclusion of 'don't know' categories, or multiple answers.

Population forecast – now and in 2020

Age	2005	2020	Difference	% growth rate	Lancashire % growth rate	England % growth rate
50 to 64	20,800	24,700	3,900	18.8%	16.7%	17.1%
65 to 79	14,100	16,100	2,000	14.2%	36.1%	27.2%
80 or over	4,900	6,100	1,200	24.5%	35.2%	29.3%
All ages	131,300	135,100	3,800	2.9%	6.1%	7.2%

Source: 2004-based population forecasts – Office for National Statistics.

Preston's total population is forecast to increase by 3,800 between 2005 and 2020. Within the same period, the population aged 50 or over will increase by 7,100. The greatest increase will be in 50- to 64-year-olds (3,900).

What does the increasing population, especially those aged between 50 and 64, mean for your service or business?

Black and minority ethnic (BME) population – now and in 2020

Age	Number of BME	% BME
50 to 64	1717	8.4%
65 to 79	871	6.1%
80 or over	86	1.8%
All ages	18,767	14.5%

Source: Census of Population 2001.

- In 2001, 4,151 people in Preston aged 30 to 44 (14.6%) were BME. These people are the 50- to 64-year-olds of 2020. 4,151 people is more than double the 1,717 people aged 50 to 64 who were BME in 2001.
- The younger the age group, the higher the proportion of BME people.
- The proportion of the older population who are BME will increase as the current population ages.

How will local services meet the needs of the growing BME population, providing services to support active ageing whilst recognising and respecting cultural differences?

Financially and materially secure – now and in 2020

According to the Indices of Deprivation 2004, around 3,560 people in Preston aged over 65 (18.8%) are income deprived. If this percentage remains the same in 2020, the number of income-deprived over-65-year-olds will be 4,174.

How can we make sure there is enough employment of the right type for people who want to continue working as they get older?

If people cannot or do not want to continue working, how can we help them to claim all the benefits they are entitled to?

Accessing mainstream services

Which of the following modes of transport would you normally use for the following tasks at the moment?

	Car	Bus	Train	Foot	Other	Doesn't apply
Going shopping	70%	23%	0%	5%	1%	1%
Going to the doctors	55%	18%	0%	25%	2%	1%
Going to hospital	60%	33%	0%	4%	3%	0%
Visiting leisure services	62%	18%	0%	5%	3%	13%

Base: 150 Preston respondents aged over 45.

Source: Life in Lancashire citizens' panel Better Government for Older People research, December 2005.

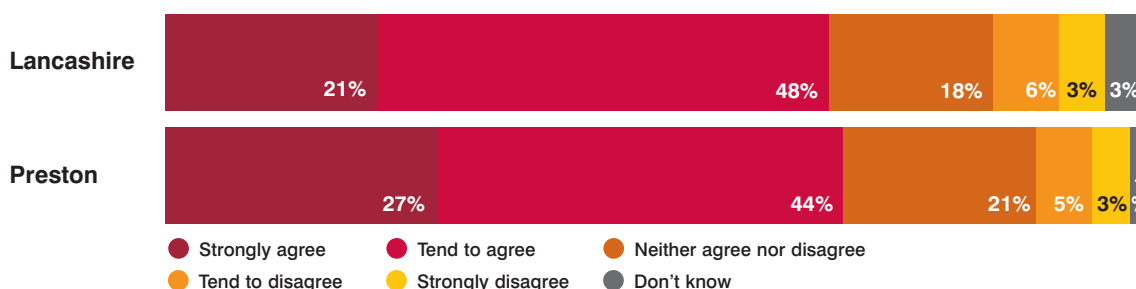
'My mum is 78, and she'd be devastated to lose her car.'

Preston resident

How can we develop local transport to help people access services as they grow older, particularly in rural parts of Preston?

Making a positive contribution

How much do you agree with the following statement: 'Older people will play an increasingly important role in society in the future'?



Base: 1,638 respondents aged over 45 for Lancashire, 150 for Preston.
 Source: Life in Lancashire citizens' panel Better Government for Older People research, December 2005.

How will local service planners and businesses involve older people in planning services that are fit for the future and meet the needs of Preston's changing population?

Keeping healthy and well

Population aged 50 or over with a limiting long-term illness (LLTI)

	Number with LLTI	% with LLTI	
England and Wales	6,706,427	38.5%	16,900 people in Preston aged over 50 had a LLTI in 2001. This was the 3rd highest of the 12 districts (partly because Preston is the 2nd most populated district).
Lancashire	164,800	41.6%	
Preston	16,900	43.1%	

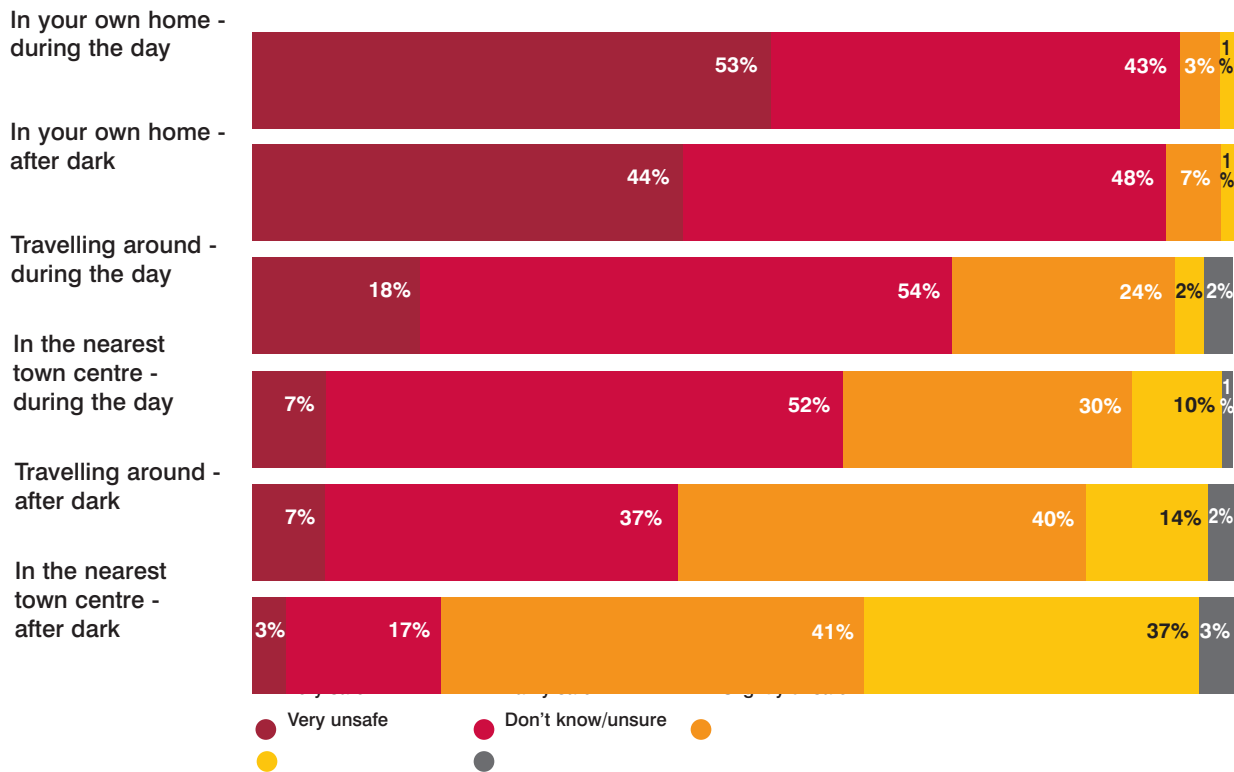
Source: Census of Population 2001.

How will local service providers meet the needs of the increasing number of people who want greater choice and control over their health and social care?

How will local housing services need to develop to meet the needs of increasing numbers of older people and, in particular, those who need support to help them remain living in the community?

Feeling safe and supported

How safe would you say you feel on your own in each of the following situations?



How can town centres be improved to help older people feel safe when they are out and about, particularly at night?

For more information about the Preston Community Strategy, visit:

<http://www.prestonstrategicpartnership.org.uk/Category.asp?cat=716>

Ribble Valley 2020 – Significance and challenges of the Strategy for an Ageing Population



Where percentages in charts and tables do not add up to 100, this may be due to computer rounding, the exclusion of 'don't know' categories, or multiple answers.

Population forecast – now and in 2020

Age	2005	2020	Difference	% growth rate	Lancashire % growth rate	England % growth rate
50 to 64	12,000	15,300	3,300	27.5%	16.7%	17.1%
65 to 79	7,400	11,700	4,300	58.1%	36.1%	27.2%
80 or over	2,600	4,000	1,400	53.8%	35.2%	29.3%
All ages	57,300	65,400	8,100	14.1%	6.1%	7.2%

Source: 2004-based population forecasts – Office for National Statistics.

Ribble Valley's total population is forecast to increase by 8,100 between 2005 and 2020. Within the same period, the population aged 50 or over will increase by 9,000. The greatest increase will be in 65- to 79-year-olds (4,300).

What does the increasing population, especially those aged between 65 and 79, mean for your service or business?

Black and minority ethnic (BME) population – now and in 2020

Age	Number of BME	% BME
50 to 64	93	0.8%
65 to 79	36	0.5%
80 or over	12	0.5%
All ages	880	1.6%

Source: Census of Population 2001.

- In 2001, 164 people in Ribble Valley aged 30 to 44 (1.4%) were BME. These people are the 50- to 64-year-olds of 2020. 164 people is an increase from the 93 people aged 50 to 64 who were BME in 2001.
- The younger the age group, the higher the proportion of BME people.
- The proportion of the older population who are BME will increase as the current population ages.

How will local services meet the needs of the growing BME population, providing services to support active ageing whilst recognising and respecting cultural differences?

Financially and materially secure – now and in 2020

According to the Indices of Deprivation 2004, around 760 people in Ribble Valley aged over 65 (8.2%) are income deprived. If this percentage remains the same in 2020, the number of income-deprived over-65-year-olds will be 1,287.

How can we make sure there is enough employment of the right type for people who want to continue working as they get older?

If people cannot or do not want to continue working, how can we help them to claim all the benefits they are entitled to?

Accessing mainstream services

Which of the following modes of transport would you normally use for the following tasks at the moment?

	Car	Bus	Train	Foot	Other	Doesn't apply
Going shopping	83%	4%	0%	14%	0%	0%
Going to the doctors	66%	2%	0%	31%	0%	1%
Going to hospital	86%	10%	1%	0%	1%	2%
Visiting leisure services	76%	1%	0%	12%	0%	11%

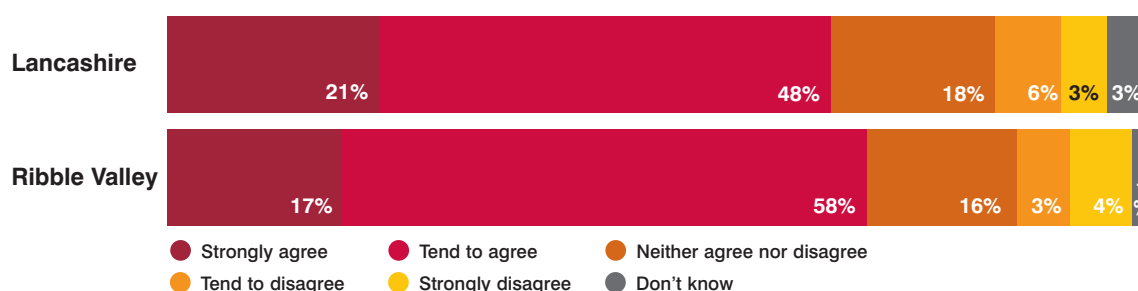
Base: 94 Ribble Valley respondents aged over 45.

Source: Life in Lancashire citizens' panel Better Government for Older People research, December 2005.

How can we develop local transport to help people access services as they grow older, particularly in rural parts of Ribble Valley?

Making a positive contribution

How much do you agree with the following statement: 'Older people will play an increasingly important role in society in the future'?



Base: 1,638 respondents aged over 45 for Lancashire, 94 for Ribble Valley.
Source: Life in Lancashire citizens' panel Better Government for Older People research, December 2005.

How will local service planners and businesses involve older people in planning services that are fit for the future and meet the needs of Ribble Valley's changing population?

Keeping healthy and well

Population aged 50 or over with a limiting long-term illness (LLTI)

	Number with LLTI	% with LLTI	
England and Wales	6,706,427	38.5%	7,000 people in Ribble Valley aged over 50 had a LLTI in 2001. This was the lowest figure among the 12 districts (partly because Ribble Valley is the least populated district).
Lancashire	164,800	41.6%	
Ribble Valley	7,000	34.5%	

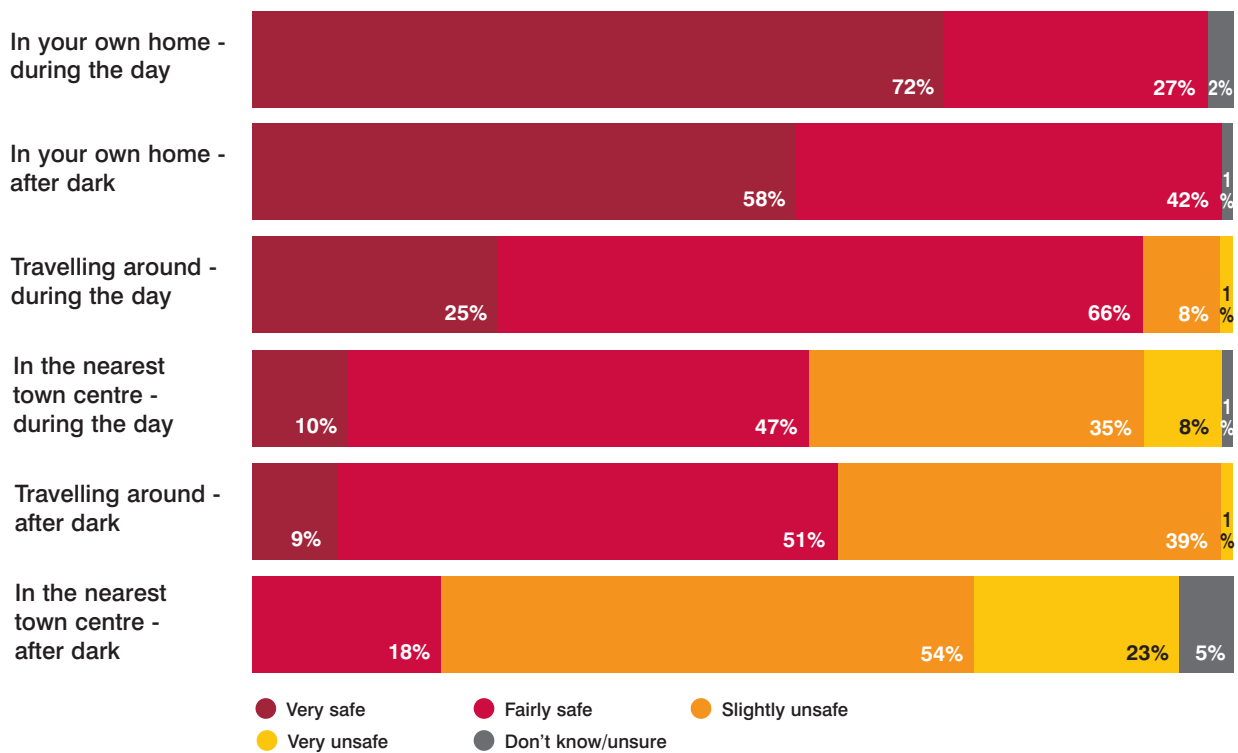
Source: Census of Population 2001.

How will local service providers meet the needs of the increasing number of people who want greater choice and control over their health and social care?

How will local housing services need to develop to meet the needs of increasing numbers of older people and, in particular, those who need support to help them remain living in the community?

Feeling safe and supported

How safe would you say you feel on your own in each of the following situations?



Base: 94 Ribble Valley respondents aged over 45.
 Source: Life in Lancashire citizens' panel Better Government for Older People research, December 2005.

How can town centres be improved to help older people feel safe when they are out and about, particularly at night?

For more information about the Ribble Valley Community Strategy, visit:

http://www.ribblevalley.gov.uk/site/scripts/download_info.php?fileID=375

Rossendale 2020 – Significance and challenges of the Strategy for an Ageing Population



Where percentages in charts and tables do not add up to 100, this may be due to computer rounding, the exclusion of 'don't know' categories, or multiple answers.

Population forecast – now and in 2020

Age	2005	2020	Difference	% growth rate	Lancashire % growth rate	England % growth rate
50 to 64	12,700	14,200	1,500	11.8%	16.7%	17.1%
65 to 79	6,900	9,600	2,700	39.1%	36.1%	27.2%
80 or over	2,600	3,100	500	19.2%	35.2%	29.3%
All ages	65,900	66,500	600	0.9%	6.1%	7.2%

Source: 2004-based population forecasts – Office for National Statistics.

Rossendale's total population is forecast to increase by 600 between 2005 and 2020. Within the same period, the population aged 50 or over will increase by 4,700. The greatest increase will be in 65- to 79-year-olds (2,700).

What does the increasing population, especially those aged between 65 and 79, mean for your service or business?

Black and minority ethnic (BME) population – now and in 2020

Age	Number of BME	% BME
50 to 64	194	1.6%
65 to 79	102	1.4%
80 or over	21	0.9%
All ages	2,521	3.8%

Source: Census of Population 2001.

- In 2001, 460 people in Rossendale aged 30 to 44 (3.1%) were BME. These people are the 50- to 64-year-olds of 2020. 460 people is more than double the 194 people aged 50 to 64 who were BME in 2001.
- The younger the age group, the higher the proportion of BME people.
- The proportion of the older population who are BME will increase as the current population ages.

How will local services meet the needs of the growing BME population, providing services to support active ageing whilst recognising and respecting cultural differences?

Financially and materially secure – now and in 2020

According to the Indices of Deprivation 2004, around 1,800 people in Rossendale over 65 (19.1%) are income deprived. If this percentage remains the same in 2020, the number of income-deprived over-65-year-olds will be 2,426.

How can we make sure there is enough employment of the right type for people who want to continue working as they get older?

If people cannot or do not want to continue working, how can we help them to claim all the benefits they are entitled to?

Accessing mainstream services

Which of the following modes of transport would you normally use for the following tasks at the moment?

	Car	Bus	Train	Foot	Other	Doesn't apply
Going shopping	86%	7%	0%	7%	0%	0%
Going to the doctors	65%	4%	0%	31%	0%	0%
Going to hospital	77%	14%	0%	5%	1%	2%
Visiting leisure services	67%	15%	0%	8%	0%	10%

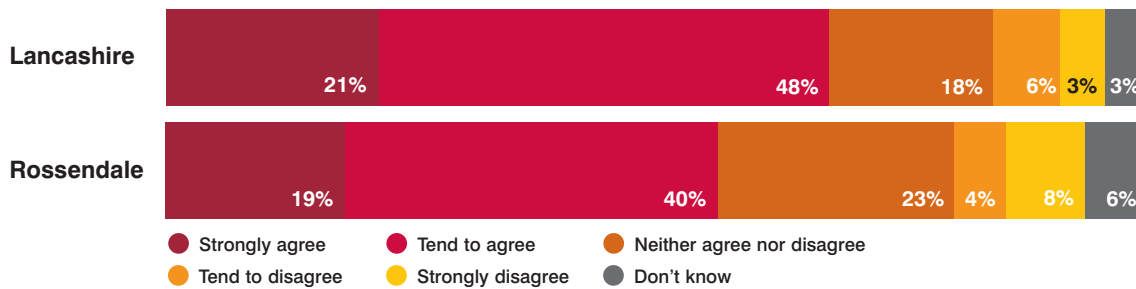
Base: 60 Rossendale respondents aged over 45.

Source: Life in Lancashire citizens' panel Better Government for Older People research, December 2005.

How can we develop local transport to help people access services as they grow older, particularly in rural parts of Rossendale?

Making a positive contribution

How much do you agree with the following statement: 'Older people will play an increasingly important role in society in the future'?



Base: 1,638 respondents aged over 45 for Lancashire, 60 for Rossendale.
 Source: Life in Lancashire citizens' panel Better Government for Older People research, December 2005.

How will local service planners and businesses involve older people in planning services that are fit for the future and meet the needs of Rossendale's changing population?

Keeping healthy and well

Population aged 50 or over with a limiting long-term illness (LLTI)

	Number with LLTI	% with LLTI	
England and Wales	6,706,427	38.5%	9,100 people in Rossendale aged over 50 had a LLTI in 2001. This was the second lowest figure among the 12 districts (partly because Rossendale has a low population).
Lancashire	164,800	41.6%	
Rossendale	9,100	42.6%	

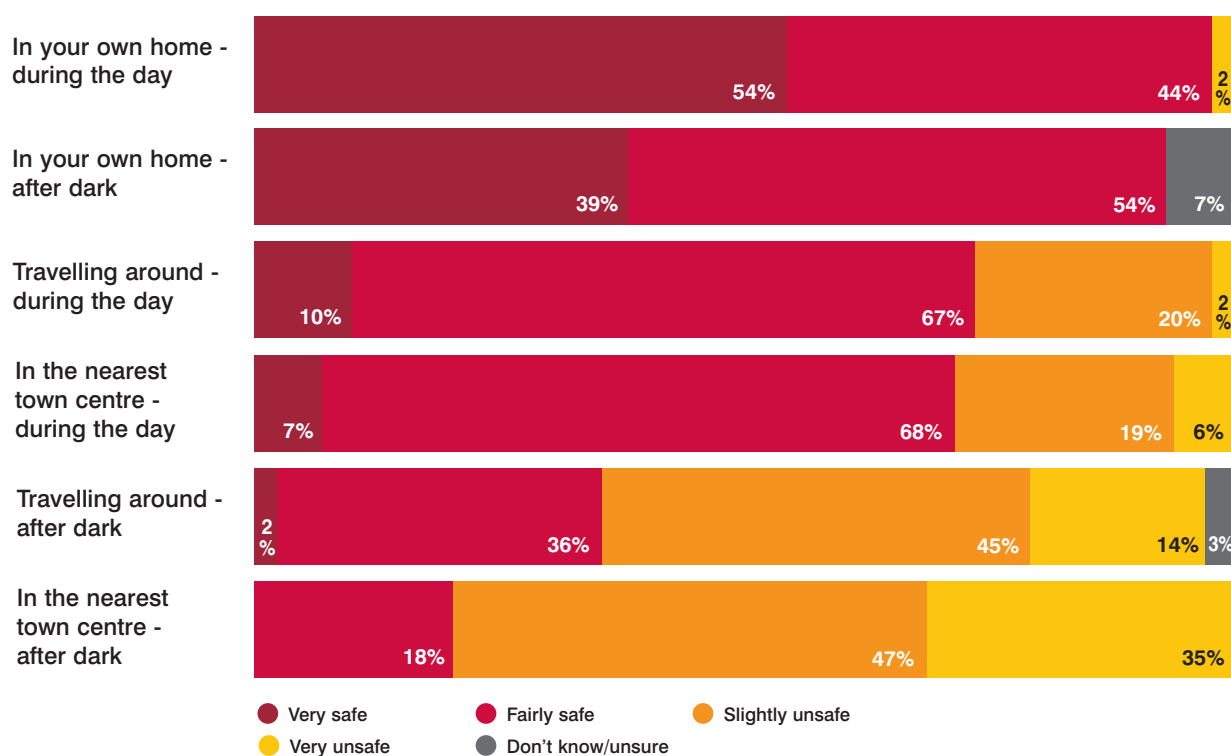
Source: Census of Population 2001.

How will local service providers meet the needs of the increasing number of people who want greater choice and control over their health and social care?

How will local housing services need to develop to meet the needs of increasing numbers of older people and, in particular, those who need support to help them remain living in the community?

Feeling safe and supported

How safe would you say you feel on your own in each of the following situations?



Base: 60 Rossendale respondents aged over 45.

Source: Life in Lancashire citizens' panel Better Government for Older People research, December 2005.

*'In my street, I don't know who lives in what house.
I'm joining the neighbourhood watch.'*

Rossendale resident

How can town centres be improved to help older people feel safe when they are out and about, particularly at night?

For more information about Rossendale's Community Strategy and Older People's Strategy, visit:

<http://www.rossendalealive.co.uk/site/scripts/downloads.php?categoryID=23>

http://www.rossendale.gov.uk/downloads/Item_C2_-_RBC_Older_People_Strategy_1_.pdf.

South Ribble 2020 –

Significance and challenges of the Strategy for an Ageing Population



Where percentages in charts and tables do not add up to 100, this may be due to computer rounding, the exclusion of 'don't know' categories, or multiple answers.

Population forecast – now and in 2020

Age	2005	2020	Difference	% growth rate	Lancashire % growth rate	England % growth rate
50 to 64	20,900	23,700	2,800	13.4%	16.7%	17.1%
65 to 79	13,000	18,100	5,100	39.2%	36.1%	27.2%
80 or over	4,300	6,400	2,100	48.8%	35.2%	29.3%
All ages	106,100	114,100	8,000	7.5%	6.1%	7.2%

Source: 2004-based population forecasts – Office for National Statistics.

South Ribble's total population is forecast to increase by 8,000 between 2005 and 2020. Within the same period, the population aged 50 or over will increase by 10,000. The greatest increase will be in 65- to 79-year-olds (5,100).

What does the increasing population, especially those aged between 65 and 79, mean for your service or business?

Black and minority ethnic (BME) population – now and in 2020

Age	Number of BME	% BME
50 to 64	223	1.1%
65 to 79	91	0.7%
80 or over	18	0.5%
All ages	2,081	2.0%

Source: Census of Population 2001.

- In 2001, 546 people in South Ribble aged 30 to 44 (2.3%) were BME. These people are the 50- to 64-year-olds of 2020. 546 people is more than double the 223 people aged 50 to 64 who were BME in 2001.
- The younger the age group, the higher the proportion of BME people.
- The proportion of the older population who are BME will increase as the current population ages.

How will local services meet the needs of the growing BME population, providing services to support active ageing whilst recognising and respecting cultural differences?

Financially and materially secure – now and in 2020

According to the Indices of Deprivation 2004, around 1,780 people in South Ribble aged over 65 (11%) are income deprived. If this percentage remains the same in 2020, the number of income-deprived over-65-year-olds will be 2,695.

How can we make sure there is enough employment of the right type for people who want to continue working as they get older?

If people cannot or do not want to continue working, how can we help them to claim all the benefits they are entitled to?

Accessing mainstream services

Which of the following modes of transport would you normally use for the following tasks at the moment?

	Car	Bus	Train	Foot	Other	Doesn't apply
Going shopping	81%	11%	0%	7%	1%	0%
Going to the doctors	63%	6%	0%	28%	4%	0%
Going to hospital	83%	14%	0%	1%	2%	1%
Visiting leisure services	69%	7%	2%	8%	4%	11%

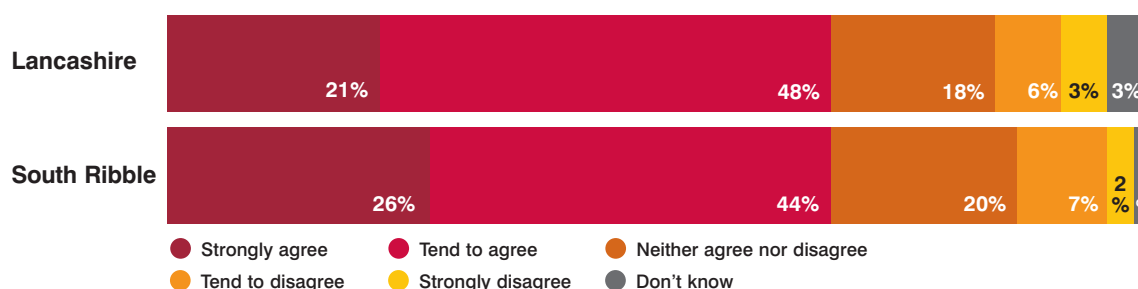
Base: 162 South Ribble respondents aged over 45.

Source: Life in Lancashire citizens' panel Better Government for Older People research, December 2005.

How can we develop local transport to help people access services as they grow older, particularly in rural parts of South Ribble?

Making a positive contribution

How much do you agree with the following statement: 'Older people will play an increasingly important role in society in the future'?



Base: 1,638 respondents aged over 45 for Lancashire, 162 for South Ribble.
Source: Life in Lancashire citizens' panel Better Government for Older People research, December 2005.

How will local service planners and businesses involve older people in planning services that are fit for the future and meet the needs of South Ribble's changing population?

Keeping healthy and well

Population aged 50 or over with a limiting long-term illness (LLTI)

	Number with LLTI	% with LLTI	
England and Wales	6,706,427	38.5%	13,800 people in South Ribble aged over 50 had a LLTI in 2001. This was the 5th highest figure among the 12 districts.
Lancashire	164,800	41.6%	
South Ribble	13,800	38.2%	

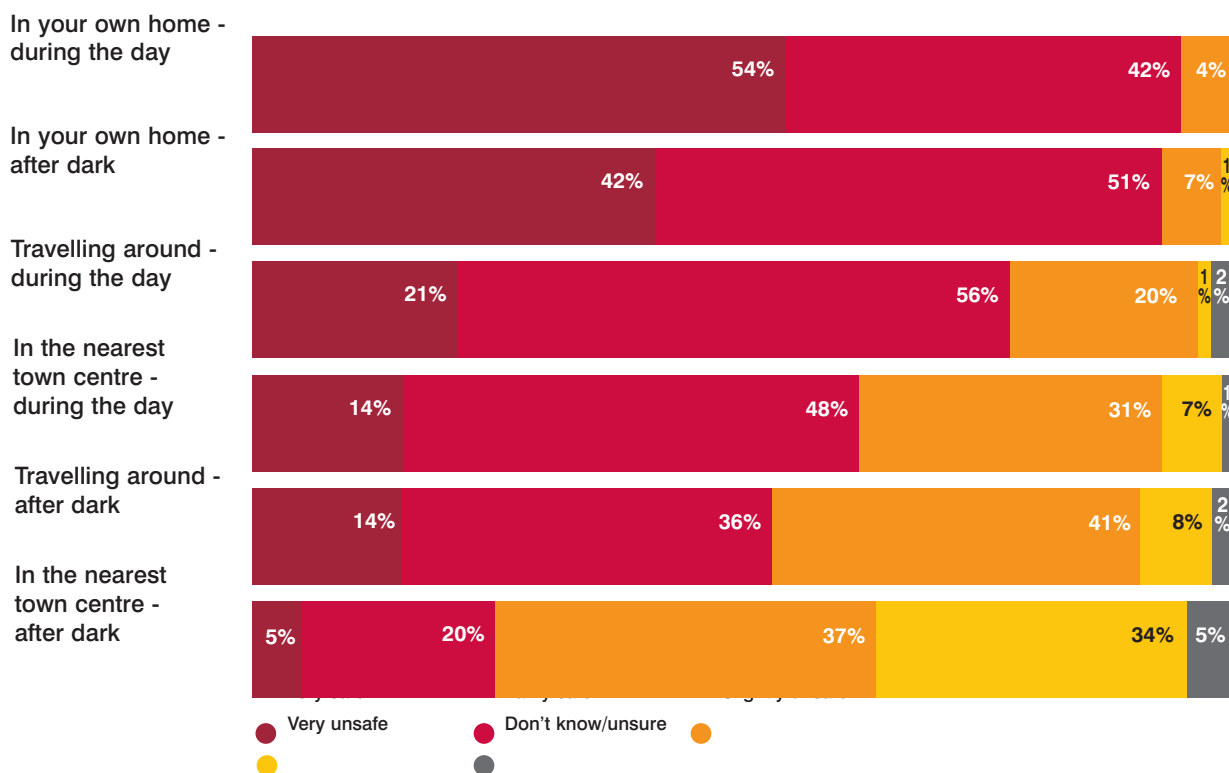
Source: Census of Population 2001.

How will local service providers meet the needs of the increasing number of people who want greater choice and control over their health and social care?

How will local housing services need to develop to meet the needs of increasing numbers of older people and, in particular, those who need support to help them remain living in the community?

Feeling safe and supported

How safe would you say you feel on your own in each of the following situations?



Base: 162 South Ribble respondents aged over 45.

Source: Life in Lancashire citizens' panel Better Government for Older People research, December 2005.

How can town centres be improved to help older people feel safe when they are out and about, particularly at night?

For more information about the South Ribble Partnership and Older People's Partnership Board, visit:

<http://www.southribblepartnership.org.uk/content.asp?contenttype=Community>

http://www.southribble.gov.uk/upload/public/attachments/9/South_Ribble_Older_Peoples_Board_Strategy.pdf

West Lancashire 2020 –

Significance and challenges of the Strategy for an Ageing Population



Where percentages in charts and tables do not add up to 100, this may be due to computer rounding, the exclusion of 'don't know' categories, or multiple answers.

Population forecast – now and in 2020

Age	2005	2020	Difference	% growth rate	Lancashire % growth rate	England % growth rate
50 to 64	22,200	24,400	2,200	9.9%	16.7%	17.1%
65 to 79	14,000	18,900	4,900	35.0%	36.1%	27.2%
80 or over	4,400	6,700	2,300	52.3%	35.2%	29.3%
All ages	109,500	113,400	3,900	3.6%	6.1%	7.2%

Source: 2004-based population forecasts – Office for National Statistics.

West Lancashire's total population is forecast to increase by 3,900 between 2005 and 2020. Within the same period, the population aged 50 or over will increase by 9,400. The greatest increase will be in 65- to 79-year-olds (4,900).

What does the increasing population, especially those aged between 65 and 79, mean for your service or business?

Black and minority ethnic (BME) population – now and in 2020

Age	Number of BME	% BME
50 to 64	225	1.0%
65 to 79	61	0.5%
80 or over	21	0.5%
All ages	1,606	1.5%

Source: Census of Population 2001.

- In 2001, 385 people in West Lancashire aged 30 to 44 (1.7%) were BME. These people are the 50- to 64-year-olds of 2020. 385 people is more than the 225 people aged 50 to 64 who were BME in 2001.
- The younger the age group, the higher the proportion of BME people.
- The proportion of the older population who are BME will increase as the current population ages.

How will local services meet the needs of the growing BME population, providing services to support active ageing whilst recognising and respecting cultural differences?

Financially and materially secure – now and in 2020

According to the Indices of Deprivation 2004, around 2,790 people in West Lancashire aged over 65 (16.5%) are income deprived. If this percentage remains the same in 2020, the number of income-deprived over-65-year-olds will be 4,224.

How can we make sure there is enough employment of the right type for people who want to continue working as they get older?

If people cannot or do not want to continue working, how can we help them to claim all the benefits they are entitled to?

Accessing mainstream services

Which of the following modes of transport would you normally use for the following tasks at the moment?

	Car	Bus	Train	Foot	Other	Doesn't apply
Going shopping	75%	10%	4%	8%	3%	0%
Going to the doctors	55%	3%	2%	34%	5%	0%
Going to hospital	74%	14%	3%	1%	8%	1%
Visiting leisure services	72%	6%	2%	8%	2%	10%

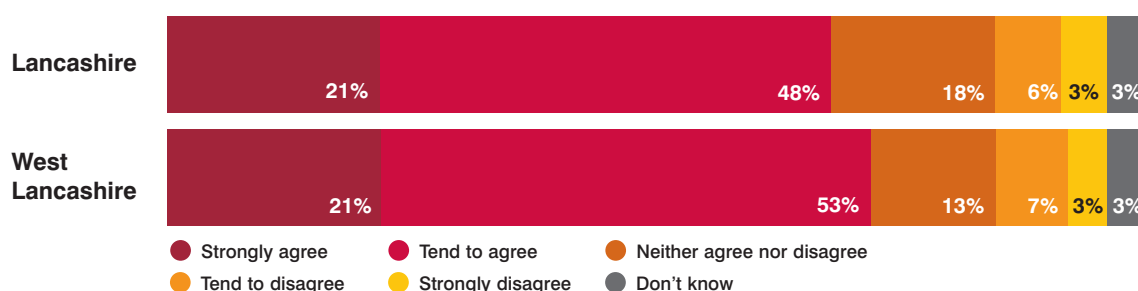
Base: 134 West Lancashire respondents aged over 45.

Source: Life in Lancashire citizens' panel Better Government for Older People research, December 2005.

How can we develop local transport to help people access services as they grow older, particularly in rural parts of West Lancashire?

Making a positive contribution

How much do you agree with the following statement: 'Older people will play an increasingly important role in society in the future'?



Base: 1,638 respondents aged over 45 for Lancashire, 134 for West Lancashire.
 Source: Life in Lancashire citizens' panel Better Government for Older People research, December 2005.

How will local service planners and businesses involve older people in planning services that are fit for the future and meet the needs of West Lancashire's changing population?

Keeping healthy and well

Population aged 50 or over with a limiting long-term illness (LLTI)

	Number with LLTI	% with LLTI	
England and Wales	6,706,427	38.5%	15,700 people in West Lancashire aged over 50 had a LLTI in 2001. This was the 4th highest figure among the 12 districts (partly because West Lancashire is the 4th most populated district).
Lancashire	164,800	41.6%	
West Lancashire	15,700	40.6%	

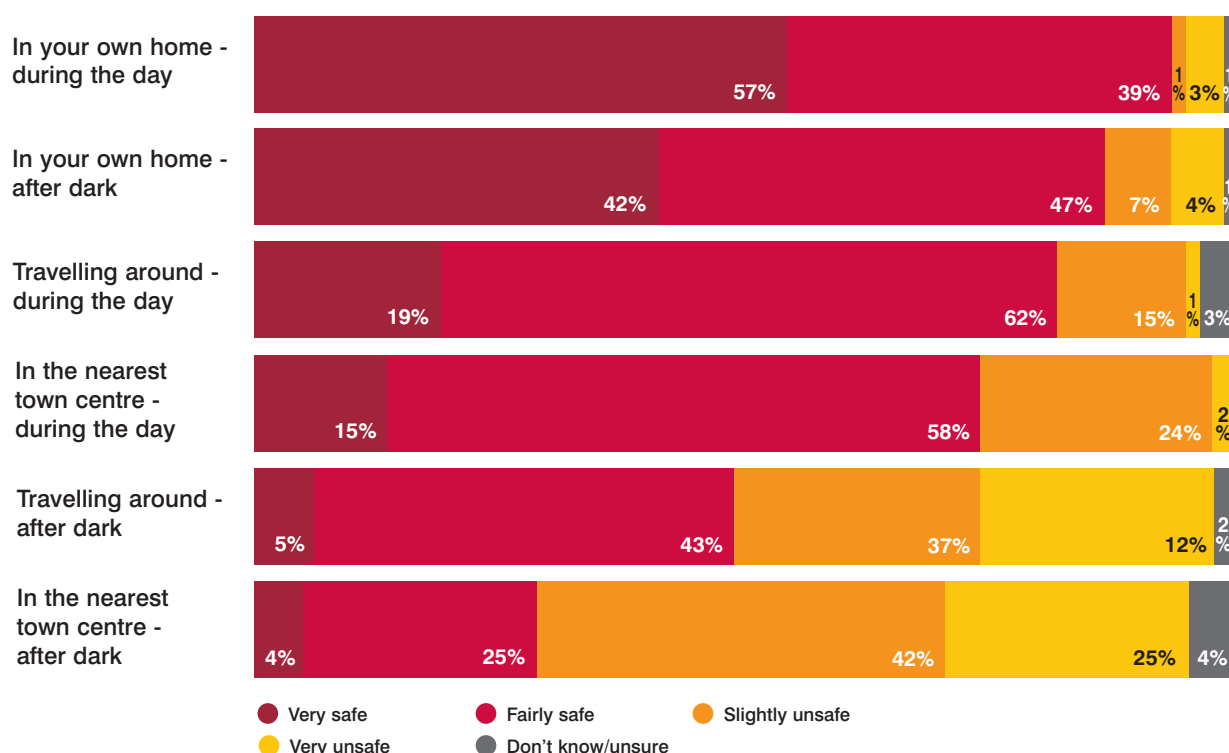
Source: Census of Population 2001.

How will local service providers meet the needs of the increasing number of people who want greater choice and control over their health and social care?

How will local housing services need to develop to meet the needs of increasing numbers of older people and, in particular, those who need support to help them remain living in the community?

Feeling safe and supported

How safe would you say you feel on your own in each of the following situations?



Base: 134 West Lancashire respondents aged over 45.

Source: Life in Lancashire citizens' panel Better Government for Older People research, December 2005.

How can town centres be improved to help older people feel safe when they are out and about, particularly at night?

For more information about the West Lancashire Sustainable Community Strategy, visit:

<http://www.westlancsdc.gov.uk/YourCouncil/index.cfm?ccs=527&cs=288&highlight=sustainable%20community%20strategy>.

Wyre 2020 –

Significance and challenges of the Strategy for an Ageing Population



Where percentages in charts and tables do not add up to 100, this may be due to computer rounding, the exclusion of 'don't know' categories, or multiple answers.

Population forecast – now and in 2020

Age	2005	2020	Difference	% growth rate	Lancashire % growth rate	England % growth rate
50 to 64	22,300	28,900	6,600	29.6%	16.7%	17.1%
65 to 79	18,400	25,300	6,900	37.5%	36.1%	27.2%
80 or over	6,700	9,600	2,900	43.3%	35.2%	29.3%
All ages	110,600	127,000	16,400	14.8%	6.1%	7.2%

Source: 2004-based population forecasts – Office for National Statistics.

Wyre's total population is forecast to increase by 16,400 between 2005 and 2020. Within the same period, the population aged 50 or over will increase by 16,400. The greatest increase will be in 65- to 79-year-olds (6,900).

What does the increasing population, especially those aged between 65 and 79, mean for your service or business?

Black and minority ethnic (BME) population – now and in 2020

Age	Number of BME	% BME
50 to 64	104	0.5%
65 to 79	44	0.3%
80 or over	21	0.4%
All ages	1,169	1.1%

Source: Census of Population 2001.

- In 2001, 290 people in Wyre aged 30 to 44 (1.4%) were BME. These people are the 50- to 64-year-olds of 2020. 290 people is more than double the 104 people aged 50 to 64 who were BME in 2001.
- The younger the age group, the higher the proportion of BME people.
- The proportion of the older population who are BME will increase as the current population ages.

How will local services respond to the needs of the growing BME population, providing services to support active ageing whilst recognising and respecting cultural differences?

Financially and materially secure – now and in 2020

According to the Indices of Deprivation 2004, around 2,790 people in Wyre aged over 65 (11.9%) are income deprived. If this percentage remains the same in 2020, the number of income-deprived over-65-year-olds will be 4,153.

How can we make sure there is enough employment of the right type for people who want to continue working as they get older?

If people cannot or do not want to continue working, how can we help them to claim all the benefits they are entitled to?

Accessing mainstream services

Which of the following modes of transport would you normally use for the following tasks at the moment?

	Car	Bus	Train	Foot	Other	Doesn't apply
Going shopping	76%	8%	1%	12%	2%	1%
Going to the doctors	59%	6%	0%	31%	4%	1%
Going to hospital	75%	19%	0%	1%	4%	1%
Visiting leisure services	66%	6%	1%	10%	3%	13%

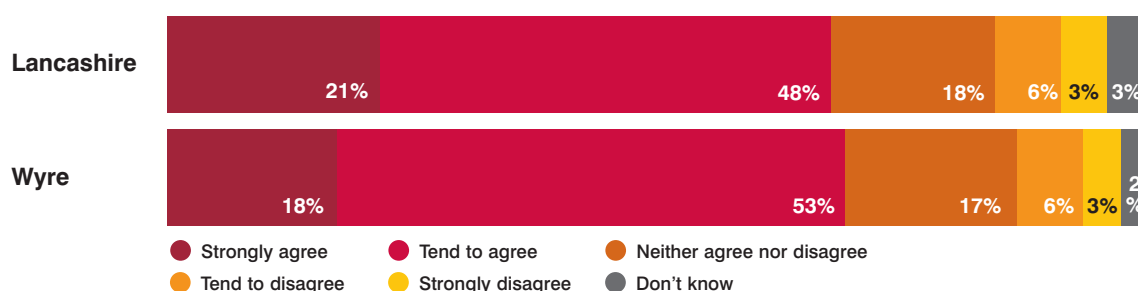
Base: 209 Wyre respondents aged over 45.

Source: Life in Lancashire citizens' panel Better Government for Older People research, December 2005.

How can we develop local transport to help people access services as they grow older, particularly in rural parts of Wyre?

Making a positive contribution

How much do you agree with the following statement: 'Older people will play an increasingly important role in society in the future'?



Base: 1,638 respondents aged over 45 for Lancashire, 209 for Wyre.
Source: Life in Lancashire citizens' panel Better Government for Older People research, December 2005.

How will local service planners and businesses involve older people in planning services that are fit for the future and meet the needs of Wyre's changing population?

Keeping healthy and well

Population aged 50 or over with a limiting long-term illness (LLTI)

	Number with LLTI	% with LLTI	18,800 people in Wyre aged over 50 had a LLTI in 2001. This was the 2nd highest figure among the 12 districts (partly because Wyre is the 3rd most populated district).
England and Wales	6,706,427	38.5%	
Lancashire	164,800	41.6%	
Wyre	18,800	42.4%	

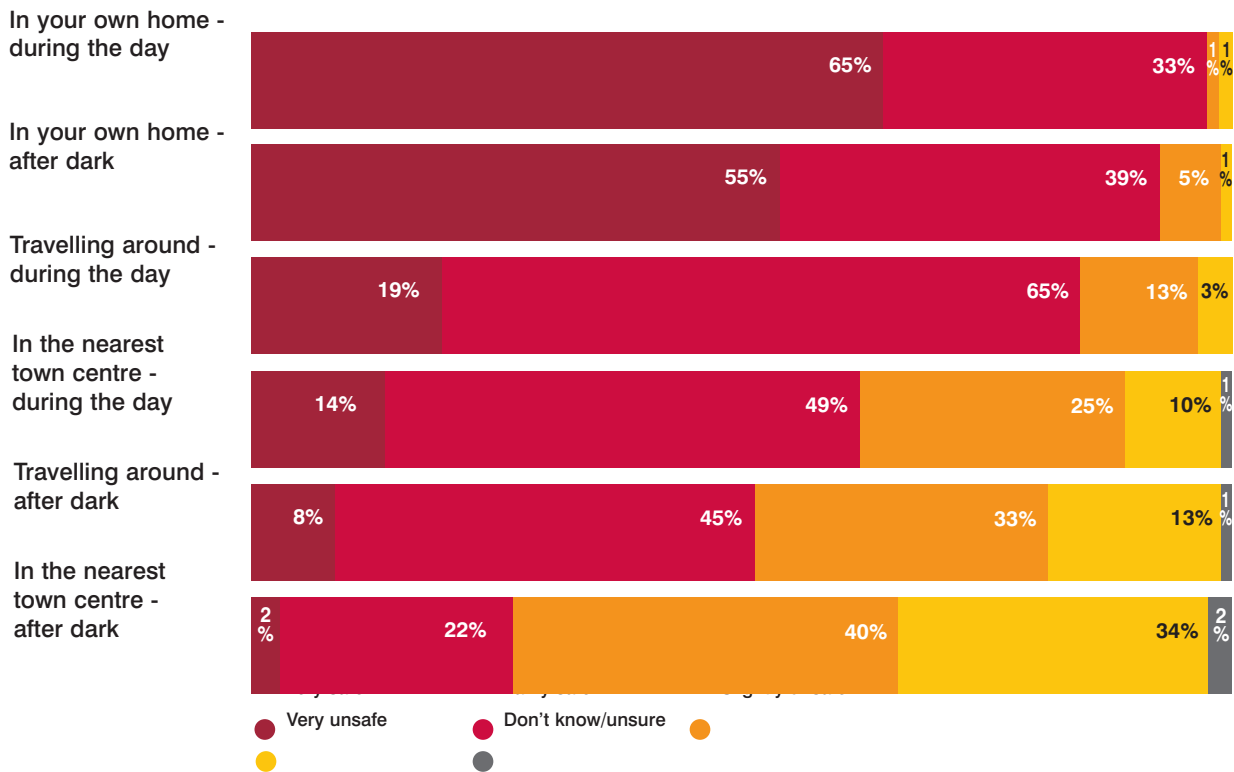
Source: Census of Population 2001.

How will local service providers meet the needs of the increasing number of people who want greater choice and control over their health and social care?

How will local housing services need to develop to meet the needs of increasing numbers of older people and, in particular, those who need support to help them remain living in the community?

Feeling safe and supported

How safe would you say you feel on your own in each of the following situations?



How can town centres be improved to help older people feel safe when they are out and about, particularly at night?

For more information about the Wyre Community Plan, visit:

http://www.wyrebc.gov.uk/Initiatives/Wyre_Strategic_Partnership/Community_Plan.asp

