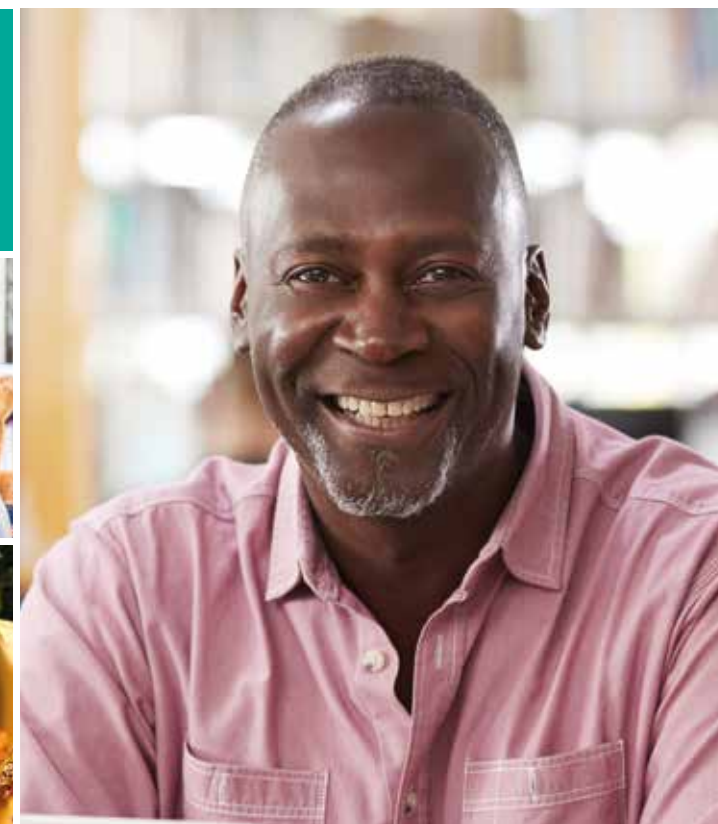


# NEWHAM AGEING WELL

## STRATEGY 2022



[www.newham.gov.uk/ageingwell](http://www.newham.gov.uk/ageingwell)

WE ARE NEWHAM.

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# Purpose of the Newham Ageing Well Strategy

To improve the health and wellbeing of Newham residents aged 50+ and reduce health inequalities.

To achieve this purpose, Newham Council has engaged residents and partners, including the local NHS and community, faith and voluntary sector, to understand:

- How residents aged 50+ rate Newham as a place to grow older;
- What is working well and priority areas for improvement.

Through this engagement, five priority areas have been identified and an action plan developed for each. These plans will ensure the Council and its partners deliver meaningful changes to make Newham a place where all residents aged 50+ can be healthy and age well.



# Overarching strategic outcomes

In delivering the strategy we aim to improve the following strategic outcomes in the long term.



## Healthy Life Expectancy

Healthy Life Expectancy  
(Source: Fingertips)



## Physical health

Prevalence of two or more long-term physical health conditions ('multi-morbidity') (50+)  
(Source: EMIS via CEG)



## Mental health

Prevalence of mental health conditions (50+)  
(Source: EMIS via CEG)



## Life satisfaction

Percentage of residents aged 50+ who rate their life satisfaction as 7, 8, 9 or 10 out of 10  
(Source: Council's Annual Resident Survey)



## Health inequality

Gap in prevalence of multi-morbidity  
(Source: EMIS via CEG)

# What is Ageing Well?

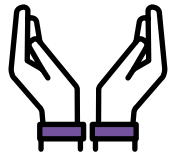
The World Health Organization says:

“Healthy ageing is about creating the environments and opportunities that enable people to be and do what they value throughout their lives. Everybody can experience healthy ageing. Being free of disease or infirmity is not a requirement for healthy ageing, as many older adults have one or more health conditions that, when well controlled, have little influence on their wellbeing.”

## A Vision for Ageing Well in Newham

In developing the strategy we asked residents what ageing well meant to them. Based on what residents told us, the strategy’s vision for ageing well in Newham is:

Feeling **INDEPENDENT**, with the right support when needed.



Having good physical and mental **HEALTH**.



Having a good standard of **LIVING**.



Being financially **COMFORTABLE**.



Feeling **SAFE** at home and in the community.



Having a sense of **PURPOSE** and feeling **USEFUL**.



Having good social **SUPPORT** networks and relationships.



# Why 50+?

## Growing Population

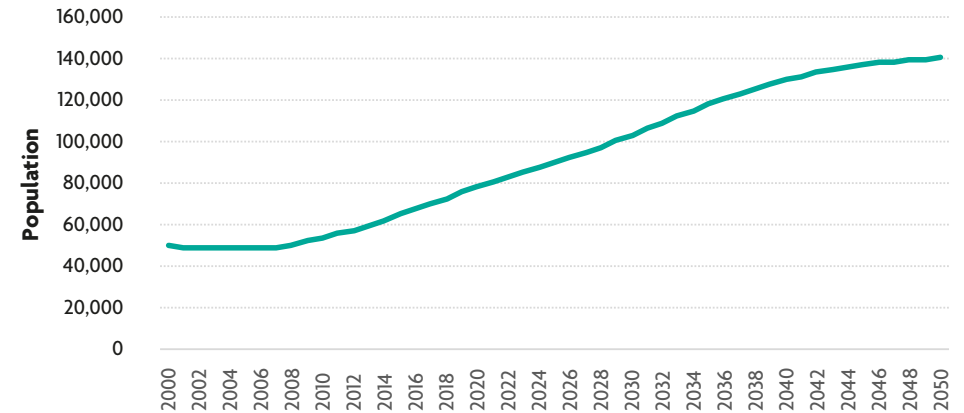
- The Council wants Newham to be a place where all residents can be healthy and age well.
- Around 1 in 5 residents are aged 50+; approximately 80,000 people.
- The number of residents aged 50+ is growing. By 2050, Newham will be home to around 140,000 residents aged 50+.
- By 2050, Newham is predicted to have the most residents aged 50+ of all the north east London boroughs.

## Life Expectancy

- Today, men in Newham can expect to live in good health into their late 50s (59.5 years). Women can expect to live in good health into their 60s (64.6 years).
- After this, residents are more likely to experience ill health and disability, and might need new or different types of services and support to live well and stay independent.
- Men in Newham have poorer life expectancy and years of good health (healthy life expectancy) than London and England. This is called health inequality. Life expectancy and healthy life expectancy for women in Newham are similar to London and England.

## Population projection of Newham residents aged 50+

Source: GLA housing led population projections



## Life expectancy and healthy life expectancy at birth – 2018-2020



Data source: ONS mid year population estimates via Fingertips, OHID

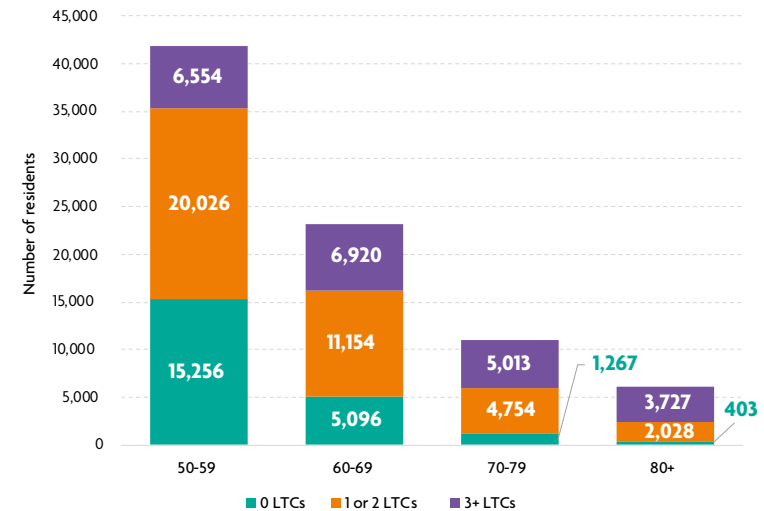
## Long-term Health Conditions

- Over 7 in 10 residents aged 50+ have one or more long-term health condition. However, some residents lead their whole lives without any.
- COVID-19 has disproportionately affected older people and was the leading cause of death among men in 2020.
- Age 50 is a good time to start preparing and planning for later life to stay well and independent as we age to grow older.

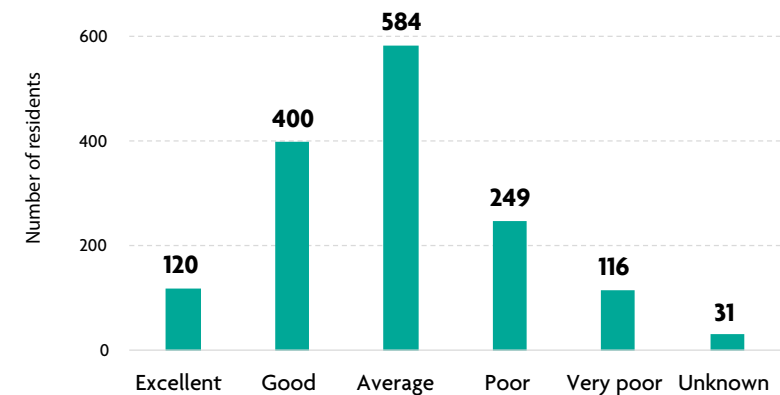
## Newham as a Place to Grow Older

- A third of residents who responded to the Ageing Well Survey said Newham is an ‘Excellent’ or ‘Good’ place to grow older. This suggests Newham has strengths and assets that help some residents flourish and age well.
- However, too many residents rated Newham as ‘Average’, ‘Poor’ or ‘Very Poor’. This demonstrates things can be improved so all residents have the opportunity to age well.

Number of long term conditions (LTCs) by age group



How would you rate Newham as a place to grow older?



Newham Ageing Well Resident Survey, 2021

# Healthy Ageing: A Global, National and Newham Priority

This strategy fits within global and national commitments to healthy ageing:

STRATEGY	WHAT	WHO
<p><b>UN Decade of Healthy Ageing (2021-2030)</b></p>	<p>Global commitment and action to improve the lives of older people, their families and the communities in which they live. Four action areas: age-friendly environments; combatting ageism; integrated health care; long-term care.</p>	<p>Led by the United Nations.</p> <p>Involves governments, institutions, communities, professionals, universities, businesses and the media from around the world – including the UK.</p>
<p><b>Levelling up the UK (2022)</b></p>	<p>To challenge and change unfairness across the UK – so everyone has the opportunity to flourish and live longer and more fulfilling lives. Specific focus on increasing and narrowing inequalities in healthy life expectancy.</p>	<p>Led by the UK Government. Supports local places, like Newham, to make decisions and drive improvements, including the Council, NHS, organisations, businesses and communities.</p>
<p><b>Healthy Ageing Consensus Statement (2019)</b></p>	<p>Shared vision for making England the best place in the world to grow old. Includes five commitments:</p> <ol style="list-style-type: none"> <li>1. Prevention first - ensuring timely access to services and support when needed</li> <li>2. Removing barriers and creating more opportunities for older adults to contribute to society</li> <li>3. Ensuring good homes and communities</li> <li>4. Narrowing inequalities</li> <li>5. Challenging ageist and negative language, culture and practices</li> </ol>	<p>Led by Public Health England (now the Office for Health Disparities) and the Centre for Ageing Better.</p>
<p><b>NHS England Long Term Plan (2019)</b></p>	<p>The Plan includes the NHS England Healthy Ageing Programme. It aims to give older people more control over their care, with more care and support being offered in or close to home. It will also make better use of technology such as wearable devices and monitors to help people stay well and live independently for longer.</p>	<p>Led by NHS England.</p> <p>In Newham the programme will be delivered by local NHS services, working closely with the Council and its partners.</p>



This strategy links with other Newham strategic priorities and helps achieve their ambitions.

STRATEGY	WHAT	WHO
<b>Towards a Better Newham (2020)</b>	Newham Council's corporate plan, reimagining a better Newham, where economic security, health, equality and the environment are the focus of Newham's COVID-19 rehabilitation and recovery.	Led by Newham Council. Residents and partner organisations, groups and businesses from across Newham involved in shaping and delivering the plans.
<b>50 Steps to a Healthier Newham (2020)</b>	Newham's health and wellbeing strategy, which aims to make Newham a healthier, happier place. Step 14 commits to supporting residents to age well and maximising quality of life.	Led by Newham Health and Wellbeing Board, which includes the Council, NHS and Healthwatch. Residents, communities and partner organisations across Newham involved in shaping and delivering the plans.
<b>Newham Local Plan (in progress)</b>	A vision and framework for urban development in Newham, including how streets, spaces, buildings and homes should be developed. The new Local Plan will provide an opportunity to help achieve the goals of Towards a Better Newham through use and development of land and buildings.	Led by Newham Council. Residents and partner organisations, groups and businesses from across Newham involved in shaping the plans.
<b>Newham Health and Care Strategy (in progress)</b>	To shape local NHS services to better support residents' health and wellbeing and reduce health inequalities.	Led by Newham Hospital, involving residents, communities, NHS services, the council and other partner organisations across Newham.

# Resident Engagement

The table summarises how Newham residents have taken part in developing the strategy and the action plans.

ACTIVITY	DESCRIPTION	NUMBER OF RESIDENTS
<b>Older People's Reference Group (OPRG)</b>	Engaged the group on the survey design to ensure the survey collected comprehensive and relevant information and was accessible.	The Older People's Reference Group has a list of over 600 residents
<b>Ageing Well Survey</b>	Collecting data on comprehensive range of issues relevant to healthy ageing. Mixture of multiple choice and free text questions to gather meaningful insights. Promoted through letter posted to every household with someone aged 50+ living there, OPRG, COVID-19 Health Champions and voluntary, community and faith sector partners. Residents invited to complete survey online, by post or by phone.	1,500 responses
<b>Focus Groups</b>	Exploring enablers and barriers to physical activity and social connection. Facilitated by community researchers, who are Newham residents trained to do peer-led focus groups.	9 participants; 3 community researchers
<b>Workshops</b>	1x in-person (4.5-hour) and 2x online (3-hour) workshops to present early draft strategy and action plans based on the questionnaire findings to seek further resident feedback and input.	115 residents
<b>Action Plan Consultation</b>	Draft actions plans were posted on the Council's online consultation site, Co-Create and sent to residents (via email or post) who advised they would like to view / input.	145 residents + OPRG distribution list

Read the Ageing Well Resident Engagement Report in the supporting documents online for more information about the resident engagement activities and insights, which helped shape this strategy and its action plans. [www.newham.gov.uk/ageingwell](http://www.newham.gov.uk/ageingwell)

Stakeholders means people, teams, groups or organisations whose work is relevant to the strategy, who have been involved in shaping the strategy and the action plans, and who will take part in their delivery and monitoring progress. The table below summarises the stakeholders who are involved.



## PRIORITY 1: INFORMATION AND COMMUNICATION

- Policy\*
- Communications\*
- Digital Inclusion Service\*
- Adults and Health Improvement, Change and Control\*
- Translation and Interpretation Service\*
- Public Health\*
- Adults and Health Commissioning\*
- Centre for Ageing Better



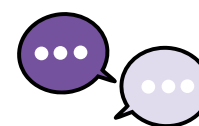
## PRIORITY 2: HOME

- Housing – Independent Living\*
- Housing – Council Homes\*
- Housing – Private Rented Homes\*
- Housing – Homelessness\*
- Housing – Energy Efficiency\*
- Planning and Development\*
- Community Safety\*
- Trading Standards\*
- Occupational Therapy\*
- Public Health\*
- Adults and Health Commissioning\*
- Public Health Commissioning\*
- Supporting Independence Commissioning\*



## PRIORITY 3: FINANCE, EMPLOYMENT, VOLUNTEERING AND RETIREMENT

- Our Newham Money\*
- Our Newham Work\*
- OneSource\*
- Procurement\*
- Communications\*
- Our Newham Learning and Skills\*
- Resident Engagement and Participation\*
- Public Health\*
- Adults and Health Commissioning\*
- Active Newham
- Compost



## PRIORITY 4: COMMUNITY, CONNECTION AND NEIGHBOURHOOD

- Highways and Sustainable Transport\*
- Air Pollution\*
- Parking\*
- Planning and Development\*
- Parks\*
- Resident Engagement and Participation\*
- Communications\*
- Community Neighbourhood Link Workers\*
- Community Safety\*
- Trading Standards\*
- Fraud Team\*
- OneSource\*
- Public Health\*
- Adults and Health Commissioning\*
- Compost
- Age UK
- Subco
- Applectart
- VoiceAbility
- Bonny Downs
- Cody Dock
- Enabled Living
- Active Newham



## PRIORITY 5: PLANNING AND PREPARING FOR LATER LIFE

- NEL CCG
- NHS North East London
- Newham Health Collaborative
- Primary Care
- Barts Health NHS Trust
- East London NHS Foundation Trust
- Adults and Health Operations\*
- Adults and Health Improvement, Change and Control\*
- Carers Delivery Board
- Dementia Board
- End of Life Care Board
- Public Health\*
- Adults and Health Commissioning\*

Those marked with an \* are Newham Council teams.

# Values

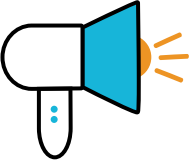


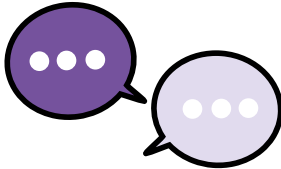

This strategy adopts the Well Newham values, which will be demonstrated through the action plans. The values are:

- Co-produced and inclusive
- Preventative
- Evaluated
- Resident-centred
- Strengths-based
- Neighbourhood-focussed



# Priority Areas

Working with residents and stakeholders, this strategy sets out five priority areas and a co-produced action plan for each.

				
<p><b>PRIORITY 1: INFORMATION AND COMMUNICATION</b></p>	<p><b>PRIORITY 2: HOME</b></p>	<p><b>PRIORITY 3: FINANCE, EMPLOYMENT, VOLUNTEERING AND RETIREMENT</b></p>	<p><b>PRIORITY 4: COMMUNITY, CONNECTION AND NEIGHBOUR- HOOD</b></p>	<p><b>PRIORITY 5: PLANNING AND PREPARING FOR LATER LIFE</b></p>
<ul style="list-style-type: none"> <li>• Positive visibility of healthy ageing and residents aged 50+ as consumers and active participants</li> <li>• Effectively communicating information to residents – helping residents to make informed decisions</li> <li>• Enabling residents to communicate what they need and their preferences</li> <li>• Digital inclusion</li> </ul>	<ul style="list-style-type: none"> <li>• Warm home</li> <li>• Safety, maintenance, adaptations and independence</li> <li>• Specialist housing</li> <li>• Homelessness and rough sleeping</li> <li>• Domestic and sexual violence</li> </ul>	<ul style="list-style-type: none"> <li>• Income maximisation</li> <li>• Employment opportunities, variety and support</li> <li>• Volunteering opportunities and variety</li> </ul>	<ul style="list-style-type: none"> <li>• An urban environment that is healthy, accessible, inclusive and supports independence</li> <li>• Eating well</li> <li>• Safe neighbourhoods</li> <li>• Local services and activities</li> <li>• Connected and integrated communities</li> </ul>	<ul style="list-style-type: none"> <li>• Advanced planning</li> <li>• Integrated care</li> <li>• Adult social care</li> <li>• Living well with dementia</li> <li>• End of life care</li> </ul>

# PRIORITY 1: INFORMATION AND COMMUNICATION



## This priority area addresses the following issues:

- Positive visibility of healthy ageing and residents aged 50+ as consumers and active participants.
- Effectively communicating information to residents – helping residents to make informed decisions.
- Enabling residents to communicate what they need and their preferences.
- Digital inclusion.

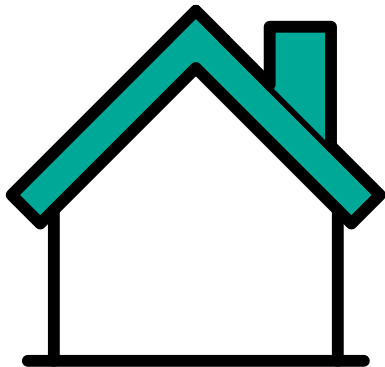
## Strategic Outcomes

- Residents aged 50+ are visible; their experience and participation in the wider community is acknowledged and celebrated.
- Residents have accessible, joined-up information and advice about services and opportunities that may benefit or interest them in a language they understand.
- Residents can communicate their needs and preferences to the Council and its partners easily.
- Residents are digitally included.



I have accessible, joined-up information and advice about services and opportunities that may benefit or interest me in a language I understand. I can communicate my needs and preferences to the council and its partners easily.

## PRIORITY 2: HOME



**This priority area addresses the following issues:**

- Warm home.
- Safety, maintenance, adaptations and independence.
- Specialist housing.
- Homelessness and rough sleeping.
- Domestic and sexual violence.

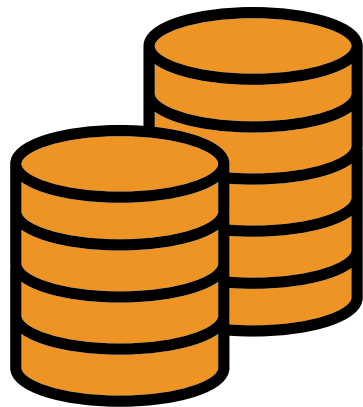
### Strategic Outcomes

- Residents live in a warm home.
- Planning and housing development decisions take account of an ageing population.
- Residents live in a home that is safe and of a good quality that meets their needs.
- Safe, quality, fit for purpose in-borough Extra Care capacity.
- Safe, quality, fit for purpose in-borough Care Home capacity purchased at Benchmark Rate.
- Residents are housing-secure and homelessness is prevented.
- Residents aged 50+ are free from domestic and sexual violence.



**I live in a comfortable, safe home that supports and promotes my independence.**

# PRIORITY 3: FINANCE, EMPLOYMENT, VOLUNTEERING AND RETIREMENT



This priority area addresses the following issues:

- Income maximisation.
- Employment opportunities, variety and support.
- Volunteering opportunities and variety.

### Strategic Outcomes

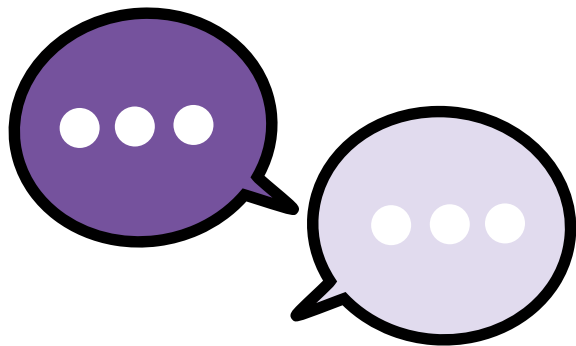
- Level of poverty in the 50+ population decreases.
- Working-age population in fulfilling employment.
- Residents have their participation and contribution acknowledged and valued; and have a sense of purpose.



I have my participation and contribution acknowledged and valued; and have a sense of purpose. I have enough income and receive all the financial benefits to which I am entitled.



# PRIORITY 4: COMMUNITY, CONNECTION AND NEIGHBOUR- HOOD



This priority area addresses the following issues:

- An urban environment that is healthy, accessible, inclusive and supports independence.
- Eating well.
- Safe neighbourhoods.
- Local services and activities.
- Connected and integrated communities.

## Strategic Outcomes

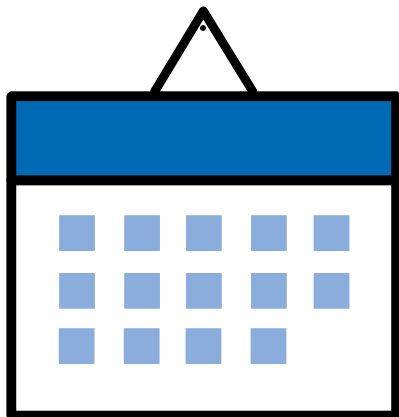
- Newham's urban environment is healthy and inclusive.
- Residents aged 50+ from all walks of life choose to travel actively.
- Residents aged 50+ have a healthy diet which they can afford.
- Residents aged 50+ feel safe in Newham.
- Residents aged 50+ do enough physical activity to stay healthy.
- Residents aged 50+ have enough social connection.
- Residents aged 50+ have good wellbeing.



“

I live in a community that is welcoming, safe and accessible. I have access to affordable healthy food and high quality services when I need. I feel able to sustain and broaden my social connections and relationships into later life.

# PRIORITY 5: PLANNING AND PREPARING FOR LATER LIFE



This priority area addresses the following issues:

- Advanced planning.
- Integrated care.
- Adult social care.
- Living well with dementia.
- End of life care.

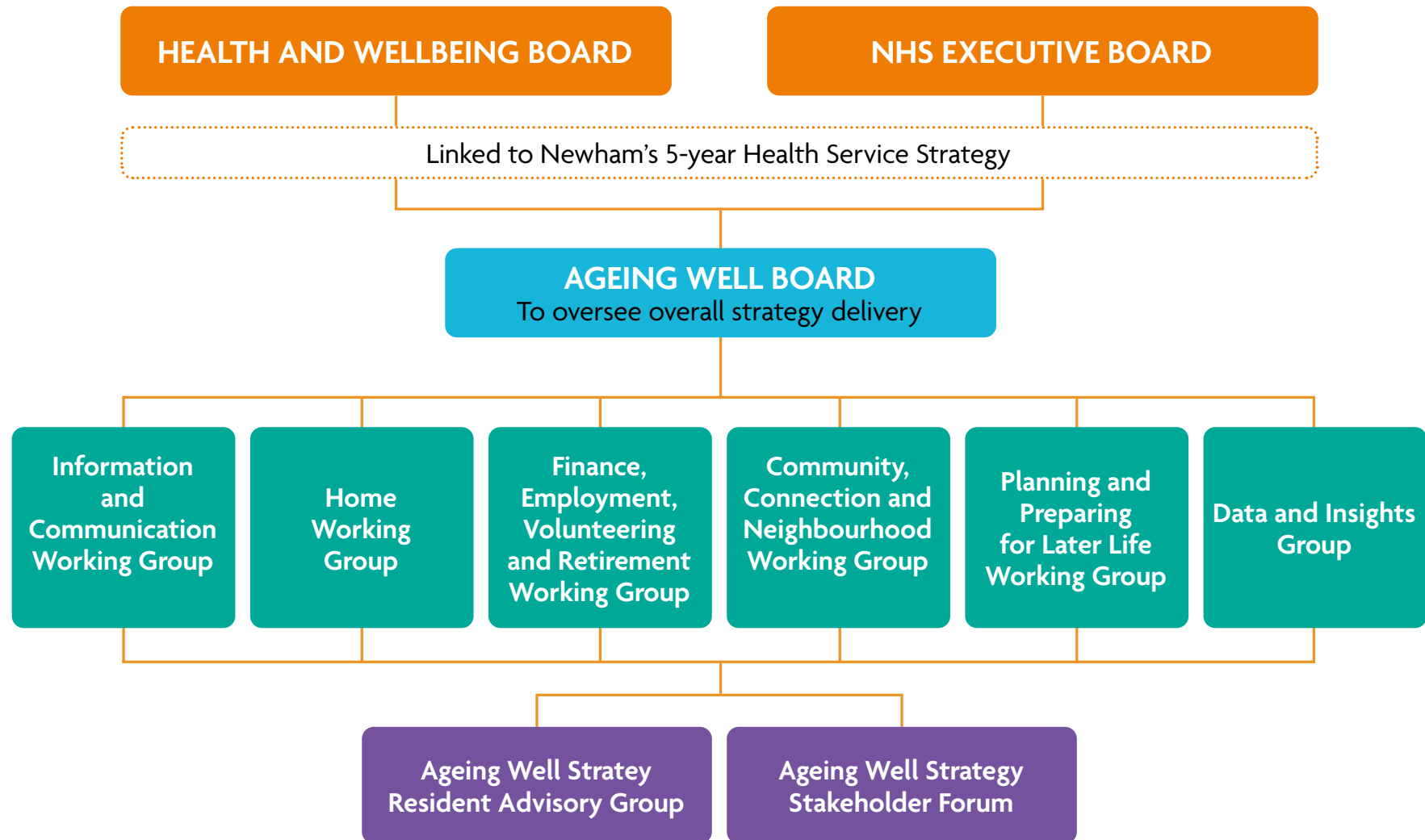
## Strategic Outcomes

- Improved early identification of long-term conditions or disability, including frailty; and appropriate treatment / support provided to prevent, delay or minimise impact.
- Reduction in number of residents with an unplanned attendance / admittance to hospital.
- Easy access to safe, high-quality Health and Adult Social Care.
- Increase in the number of 'End of Life Care' residents who die in their preferred place of care and death.
- Appropriate and timely bereavement care is available for residents affected by the death of a loved one/s.



I am able to plan for my future care and after my death - ensuring my wishes are known and respected. I receive safe, high-quality health and social care as needed.

# Governance



# Delivery Plan

- Working Groups will oversee implementation of the action plans and report on progress. Progress will be measured by the outputs and strategic outcomes in the action plans. The Data and Insights Group will evaluate outputs, outcomes and other data to advise on future actions.
- A multi-disciplinary, multi-organisation Ageing Well Board that includes resident representatives will be established to oversee the delivery of the strategy. This may involve closing, changing or adding actions based on progress, learning and feedback.
- The Ageing Well Strategy Resident Advisory Group and the Ageing Well Strategy Stakeholder Forum will input into the strategy delivery, take part in delivering actions, and contribute to shaping future actions.
- A resident event will be held every October, starting in 2023, to observe the International Day for Older Persons; and to report the progress made - and refresh the action plans.
- A dashboard will be created to report the outcomes for each action plan. For some of the actions, the Council may also publish a short report to describe what happened, the learning and how this will be used in the future.



# Get involved

It's never too late to get involved. The Council would be delighted to hear from you, whether you live, work, volunteer or study in Newham.

To find out more about the strategy or how you can take part, get in touch via: **AgeingWell@newham.gov.uk** or 020 3373 8915 (Monday – Wednesday, 9am – midday).

**[www.newham.gov.uk/ageingwell](http://www.newham.gov.uk/ageingwell)**