



TRAFFORD
COUNCIL

Age Well Plan for Trafford



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Introduction

In Trafford, like most places in the UK and globally, our population is ageing. Ageing is often perceived in negative terms, but many older people enjoy a healthy, happy older age and contribute enormously to their family, friends and wider society. The role of older people in volunteering, or in providing care to others, is invaluable in improving the quality of life for us allⁱ.

We adopt a 'life-course' approach to ageing in Trafford, which means we believe that a person's health and life experiences throughout both child and adulthood can significantly influence a person's wellbeing in later life. It is accepted that the behavioural decisions people make, such as choosing to smoke tobacco or drink alcohol affect our health; but broader influences such as the environment we grow up in and the work we do can also affect a person's health and wellbeing, be that negatively or positively.

Vision & Objectives

An age-friendly perspective is about adopting a particular 'lens' through which we view our policies and the delivery of services, by focusing our attention on the issues of particular relevance to older people and all of us as we ageⁱⁱ

The concept of an age friendly community was developed by the World Health Organisation (WHO) and refers to a community that enables and encourages people to age well according to their needs, desires and capacitiesⁱⁱⁱ. Through their work with age-friendly cities and communities globally, the WHO developed 8 'domains' of age friendliness and we have broadly used these domains to engage with our communities and partners to develop our Age Well Plan. The 8 domains are:

- Outdoor spaces and public buildings
- Transport
- Housing
- Social Participation
- Respect and social inclusion
- Civic participation and employment
- Communication and information
- Community support and health services

The 8 domains described by the WHO indicate the complexity of what it means to be age friendly. So, to be considered age-friendly we need to consider a very broad range of influences other than those covered by health and social care which are sometimes referred to as the 'wider determinants of health'.

To become age-friendly in Trafford, we will:

- [Support our residents to live healthier lives for longer](#)
- [Enable our residents to live in their homes and communities for as long as possible.](#)
- [Empower our older residents to have the economic and social opportunities that they want to have](#)
- Become recognised as an Age-Friendly Community by the UK Network for Ageing Better

Strategic Approach

The Greater Manchester Ageing Hub was launched in 2016 and its role is to co-ordinate the city-region's response to the opportunities and challenges that an ageing population brings. The work of the Ageing Hub played a pivotal role in Greater Manchester being named by the WHO as the UK's first age-friendly city region^{iv} in March 2018, recognising the excellent work taking place to make Greater Manchester a great place to live and grow older. In Trafford, we have been working with the Ageing Hub to gain a deeper understanding of how age friendliness works in practice. We have developed a programme of work that involves our Council services, our health and social care professionals and our voluntary and community sector partners and have engaged with our community to look at how age friendly Trafford is at present, and what areas we need to improve upon.

Trafford's Age Well Board meets every three months and is made up of representatives from the Council, Trafford CCG, health and social care, housing providers and our partners in the voluntary and social care sector. The focus of the Board is on preventing and addressing frailty, falls, dementia and end of life care and work on the wider determinants of health such as housing, employment and transport where appropriate. The Age Well Board, along with the Start Well and Live Well Boards report to Trafford's Health & Wellbeing Board, working together to improve health outcomes and reduce inequalities for Trafford's residents.

Population Ageing & Inequalities in Trafford

In Trafford, the number of people aged over 65 is projected to increase from 40,400 in 2016 to 52,100 in 2031 (29% increase) and the number of people over 85 is projected to increase from 6,000 to 8,100 (35% increase)^v.

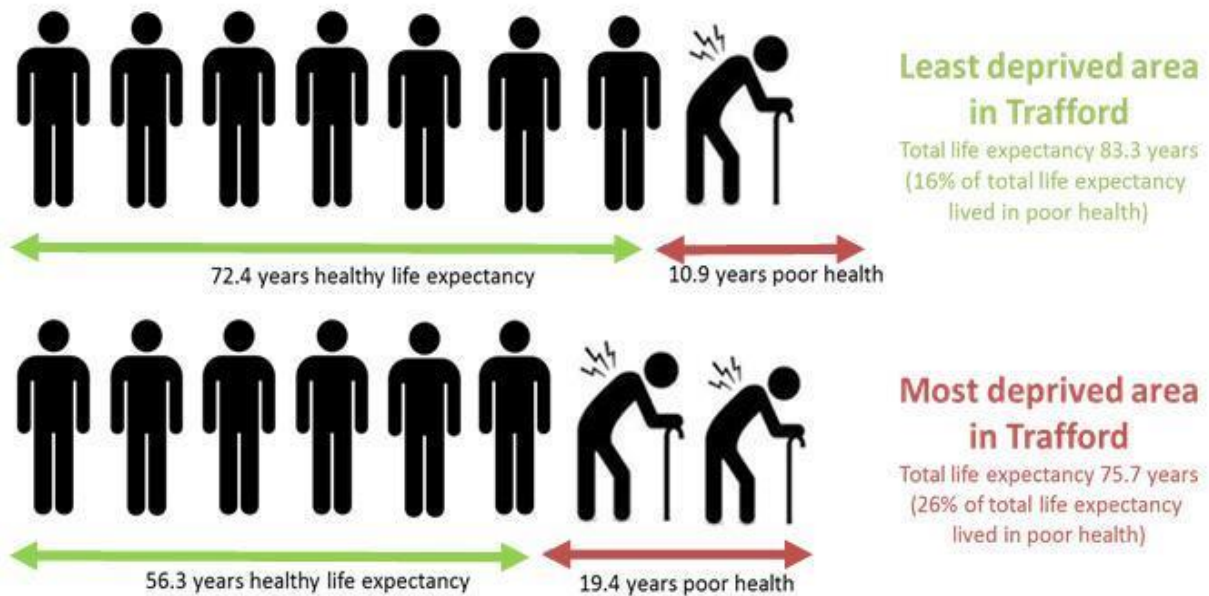
This shift brings great opportunities for individuals and the community, however for some older people, living longer will bring with it increasing physical and mental difficulties. We also recognise that inequalities and challenges vary depending on a person's geographical location within Trafford. .

Healthy Life Expectancy at birth (HLE) represents the average number of years a person can expect to live in good health. In Trafford the HLE for males is 62.7 years and 66.2 years for females, which is similar to the average for England (63.9 years).

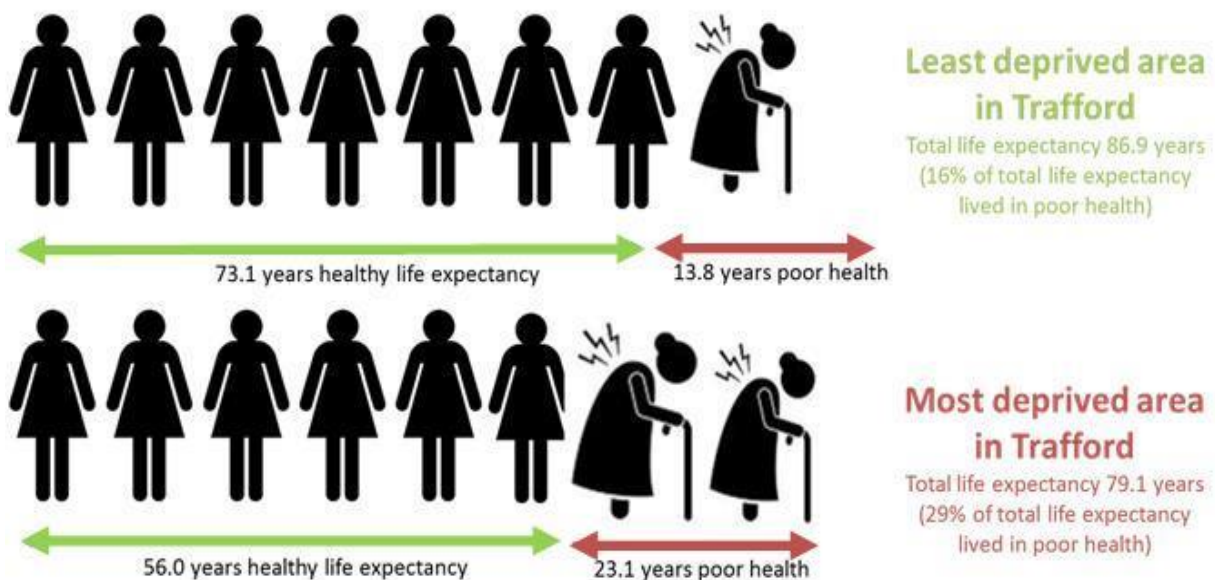
However, there are stark inequalities within Trafford; the figures show that males in the least deprived area can expect to live for 83.3 years on average, with 10.9 years (16%) of this in poor health. In contrast, within the most deprived area of Trafford, males have on average, a total life expectancy of 75.7 years with 19.4 years (26%) spent in poor health. Females in the least deprived area can expect to live to 86.9 years on average, with 13.8 years (16%) spent in poor health whereas in the most deprived area females can expect to live 79.1 years with 23.1 (29%) of those years spent in poor health (see Figure 1).

Figure 1

Inequalities in male life expectancy



Inequalities in female life expectancy



Source: PHE Local Health – based on data for MSOAs for 2009-2013 pooled

Trafford's Age Well Plan

Our strategy is built around developing Trafford as an age-friendly community by becoming recognised as such by the [UK Network of Age-Friendly Communities](#) and focussing on three key themes:

Theme 1: Supporting our residents to live healthier lives for longer

Physical Activity

As we get older, physical activity becomes more important than ever in helping us to maintain a healthy, energetic and independent lifestyle. There is a three-year difference in life expectancy between people who are inactive and people who are minimally active^{vi}. Unfortunately, in the UK, physical inactivity increases as we age^{vii}. In Trafford, about 30% of people between 65 and 74 and more than half of people over 75 are doing less than 30 minutes per week of physical activity.^{viii}

Trafford is working to reduce physical inactivity through improved urban design and increasing activity in daily life through active travel and promoting sport and leisure activities. Trafford operates a programme of activities aimed at the over 50s through Trafford Leisure and Age UK Trafford, including the Healthy Hips and Hearts classes, while Pennine Care provide strength and balance classes in the community which both involve gentle exercises aimed at improving balance and reducing falls.

In the west of Trafford, our Active Ageing Programme is developing an 'Active Ageing Hub' which will enable active older people, professionals and organisations to engage with inactive people aged over 55. The programme anticipates that, through socialising, active older people can challenge the behaviour of their peers who believe that exercise 'isn't for them', and have a long-lasting impact on their physical activity levels. Part of the project will involve connecting activities and destinations with parts of people's everyday lives.

Age UK Trafford provides a significant amount of falls prevention classes in the borough at their headquarters in Urmston and also in Partington, Sale, Old Trafford and Altrincham. Older men in Trafford are invited to 'The Men's Room' every fortnight at Age UK's headquarters which offers bowls, skittles and table tennis, along with an opportunity to socialise. In addition, Age UK Trafford hold a line dancing class and a health walk once a month and they aim to continue to grow the number of activities they offer.



Trafford is investing £47m in our leisure centres over the next three years^{ix}, with new centres planned for Stretford and Altrincham and improvement work planned for Urmston Leisure Centre. Project teams are working with Sport England and the Council's Health & Wellbeing sub-boards to ensure that the new facilities provide positive health and social outcomes for our whole community.

Nutrition and Hydration

Maintaining a healthy diet, and having enough water to drink, is an essential part of having a healthy lifestyle. Not having enough fluid in your diet can lead to urinary tract infections (UTIs) which affect the bladder, kidneys and urethra. In older people, UTIs can lead to changes in behaviour such as severe confusion or agitation^x. Poor nutrition (or malnutrition) leads to weight loss, feeling tired and weak, getting ill more easily and then taking longer to recover from illness. Malnutrition is more common in people with long term health conditions, those with low mobility and those who are socially isolated^{xi}.

In Trafford, we will work with care homes to train staff in identifying those at risk of malnutrition and dehydration, as well as raising awareness in the general population about the importance of this issue.

Dementia

With an ageing population and improving treatment, we can expect more and more people in the borough to have their lives touched by dementia. This might be as patients, as carers, as family members or friends, as specialist or non-specialist providers of services, or in local businesses and community groups. The sheer number of people affected means that we need to take an inclusive approach to dementia in Trafford. This will focus on people's needs and rights, and support us all in making life with dementia as easy and as positive for patients and carers alike.

In Trafford, in 2013 it was estimated that 2,847 people aged 65 and over had a form of dementia. By 2030 we are projecting that there will be approximately 3995 people with dementia in Trafford. This is an increase of over 50% from 2010.

'Living Well with Dementia: A Strategy for Trafford 2018-2021' has been developed in response to the Government's aim that by 2020 England should be the best country in the world for dementia care and support and for people with dementia, their carers and families to live; and the best place in the world to undertake research into dementia and other neurodegenerative diseases^{xii}. The strategy will be delivered by focusing on these five themes: Preventing Well; Diagnosing Well; Supporting Well; Living Well and Dying Well.

In Trafford we will seek to ensure that dementia-friendly practice is embedded in our services, through our partners and encouraged in our businesses and community.

Depression and Anxiety

Depression is a mental health disorder characterised by low mood, lack of energy and a loss of interest in previously enjoyable activities, while anxiety is a feeling of

worry, nervousness and/ or unease. Failure to identify and treat either condition means that people are put at increased risk of social isolation, physical inactivity, or higher rates of smoking or alcohol use, all of which will adversely impact their mental and physical health further.

A 2016 report^{xiii} by Age UK showed that referrals to the IAPT (talking therapies for common mental health disorders such as depression or anxiety) programme for people aged 65 and over was just 6.1%, even though it is estimated that depression affects 22% of men and 28% of women aged 65 or over^{xiv}. This indicates that many older people who may benefit from a talking therapy are not able to access this.

In Trafford, we will work with our residents, services and providers to change the perception that depression is a normal part of ageing and increase recognition. Our primary care partners will engage with social prescribing, encouraging people to take up new activities, or join local groups, as well as promoting talking therapies, instead of or alongside traditional medication.

Outdoor and Green Spaces

Access to green space is associated with health benefits for all ages, including physical activity, mental health and wellbeing. Evidence shows that the quality of open spaces is linked to older people's life satisfaction and access to green spaces may further address issues of loneliness and social isolation in older people by promoting social contact.

In Trafford we are lucky to have very many green spaces; however the vast majority are concentrated in the south of the borough ([Appendix 1](#)). Caring for and maintaining our green space was highlighted as a priority through our consultation with residents with many praising the work of the volunteers involved with the 'Friends of' Parks groups.

In Trafford, we will promote the Friends of Parks schemes and encourage volunteering schemes that benefit the whole community, encouraging physical activity and maintaining good mental health, by helping maintain our parks and green spaces.



Theme 2: Enabling our residents to live in their homes and communities for as long as possible

As we get older, it can become more difficult to do things that used to be easy, such as cooking a meal or getting out of the bath. If we live in a home that can be easily adapted; such as having a stair lift, or even just a handrail installed it can make a big difference to our quality of life, improve safety and reduce the chance of falls at home.

Frailty and Falls

Frailty is used to describe ‘a distinctive health state related to the ageing process in which multiple body systems gradually lose their in-built reserves’. Around 10 per cent of people aged over 65 years have frailty, rising to between a quarter and a half of those aged over 85^{xv}.

The use of the term frailty is controversial as people may not perceive themselves as frail, or may not wish to be defined by a term that is often associated with increased vulnerability and dependency. However, knowing about frailty can help people take action to address the issues contributing to frailty, for example, becoming more active. It is important to remember that having frailty means that people should be more, not less, physically active.

Falls have a significant impact on the health and wellbeing of Trafford’s older people. The risk of a fall increases with age, but the consequences depend on the severity of the fall and the fragility of the person who has fallen. A serious fall may end a person’s ability to live independently in their own homes; therefore reducing the risk of falls is critical to maintaining independent living. Even a minor fall, that doesn’t result in a serious injury, should be taken seriously and seen as a prompt to review a person’s living conditions, medication, eyesight or strength and balance.

In 2016/17 there were 1,026^{xvi} emergency admissions due to falls in Trafford. The rate of emergency admissions from a fall for persons aged 65-79 per 100,000 of the population in Trafford was significantly higher than the England and North West rates of admissions. Trafford’s Public Health team and Trafford CCG are working together with our health and social care partners to reduce the incidence of falls by ensuring that those that have frailty are referred into falls prevention services and increasing the number of people that attend strength and balance classes such as those provided by Age UK Trafford and Pennine Care.

Transforming Homecare

The Transforming Homecare Programme is focussed on improving the quality of homecare provision in Trafford and enhancing the role of our homecare workforce. We are integrating homecare with the wider health and social care landscape in Trafford and are developing the role of our homecare providers to prevent the need

for urgent and unplanned care episodes. Our aim is to ensure that the conditions for our homecare workforce support the ongoing delivery of good quality, sustainable and holistic care at home to ensure that our residents receive the care they need to stay safe and well at home for as long as possible.

Technology Enabled Care

Innovation in technology is transforming many aspects of daily life, including health and social care. Trafford is investing in a range of devices that will keep our older residents safe and well in their own homes and in the community. One area of technological advancement will enable our health practitioners to access information of a person's activity levels to support more accurate mobility assessments and also ensure that medications are taken on time to support earlier identification of potential areas of support.

Older Person's Accommodation Strategy

We are currently consulting with older residents to find out what sort of accommodation they would find attractive and where in the borough that would be. Based on what we find, we are committed to the development of an Older People's Accommodation Strategy which will detail how we will increase the housing options available for older people and assistance with choosing their preferred options. Our strategy will also address the issue of social isolation as we aim enable people to stay connected to their community as they get older.

Unpaid carers

Unpaid carers play a vital role in ensuring that those they care for remain living successfully in our communities and live as good a life as possible. The 2011 census showed that 21.1% of those aged 50-64 and 13.8% of those aged over 64 in Trafford provided some level of unpaid care, with 5.3% of over 65 year olds providing 50 or more hours per week of unpaid care. In Trafford, we believe that all carers, no matter what their age, have the right to be recognised, respected, valued and supported both in their caring role and as individuals in their own right. When an older person has caring responsibilities, they themselves may be at risk of developing or experiencing health problems which could be compounded by the pressures that being a carer can bring. It is essential that we promote the independence and physical and mental wellbeing of our carers and their families by ensuring that they receive the right support, at the right time, in the right place, including when caring comes to an end.

- **Trafford Carers, Family & Friends Strategy 2019-2022**

Our strategy (currently out for public consultation) sets out how the Trafford Carers Partnership Board together



with our carers will work together to provide unpaid carers with the support they require.

Through the strategy, and reflecting the commitments laid out in the Greater Manchester Carers Charter, carers in Trafford can expect:

- To be identified as a carer as early as possible, be informed, be respected, be valued and included by health and social care professionals.
- To have choice and control about your caring role, get the personalised support you need as a carer to meet you and your family's needs.
- To be able to stay healthy and well yourself, and for your own needs and wishes as an individual to be recognised and supported.
- To be socially connected and not isolated.
- To be supported to fulfil educational and employment potential, and where possible in maintaining employment.

▪ **Trafford Carers' Centre**

Jointly commissioned by Trafford Council and Trafford CCG, Trafford Carers Centre carries out the Council's duty of statutory carers assessments. The Centre offers a range of services including peer support opportunities and Personal Budgets to meet the needs of the carer, carer outreach services located at Trafford General Hospital & Moorside Mental Health Unit and a Carer Wellbeing Centre offering a wide range of holistic therapies focussed on promoting the health and wellbeing of the carer including; counselling, health checks, diet and wellbeing advice, and relaxation and meditation sessions. The Centre has added benefits of two charity shops providing volunteer opportunities to carers and a money advice worker to help carers maximise their income.

▪ **Age UK Trafford**

Age UK Trafford provide a range of services for older carers, particularly those caring for a person with dementia. These include providing information and advice, support meetings and offering respite services to enable carers to take a break from their caring responsibilities. The support given by Age UK was described as 'excellent' and 'invaluable' by respondents to our consultations with the public.



Trafford Coordination Centre (TCC)

The Trafford Coordination Centre (TCC) is a free NHS service for adults registered with a Trafford GP and resident in the borough.

The TCC provides a telephone service designed to keep residents registered to the service well and supported in their own homes. Care Coordination Nurses work with health and social care providers to coordinate care for people with, for example, multiple health conditions or a history of falls, by providing a central point of contact available 7 days a week. Service users can be referred to the service by their GP, or self-refer themselves, and the TCC creates a single record of a user's personal and medical needs using information from their GP, local hospitals and the Council's social care services, which is kept up to date directly by the professional involved in their care ensuring they get the best and most appropriate care.

The TCC is alerted when any enrolled patient contacts an out of hours service, attends A&E, or has been admitted or discharged from hospital. This system allows the TCC to monitor a patients' recovery and arrange for assessments of any specialist equipment or community care they may need. The TCC has developed clinical pathways, for example a falls pathway for those at risk of falling, to ensure every patient receives the correct support and advice. Pathways for diabetes, COPD and heart failure are currently in development.

End of Life Care

Providing high quality end of life care is important for individuals and families. Knowing that one's loved one has died in the place and the manner that she or he wanted can provide comfort to families and may help in the grieving process.

Sadly, far too many people in Trafford do not die in the place they wished. It is well known that the majority of people would prefer not to die in hospital, but in 2016, 55.5% of Trafford residents died in hospital, the worst performance in our group of 15 statistically similar authorities^{xvii}

End of life care does not always need specialist palliative support. Most people will not want or need to be cared for by specialist teams, or may need only a small element of specialist input or support. For the majority of people, care can be well managed by themselves, their carers, community nursing and the GP. This requires good communication and co-ordination between the patient, their family, and services.

Improving our end of life care should help patients and families make appropriate preparations and assist in understanding and expectations regarding worsening illness and exacerbation of symptoms. This will help patients make realistic plans for the care they wish to receive and where they want to die. This in turn is likely to reduce the risk of patients being transferred inappropriately to hospital in their final days.

In Trafford, we will increase the acceptability of discussing death and dying, including continuing to participate in Dying Matters and review the reasons why fewer people than expected die in care homes in Trafford and develop an action plan to address this.

Theme 3: Empowering our older residents to have the economic and social opportunities that they want to have

Employment

In 2017, The Manchester Institute for Collaborative Research on Ageing (MICRA) published *The Golden Generation? Wellbeing and Inequalities in Later Life*^{xviii}. Their research found that wellbeing is inversely related to levels of wealth, concluding that the most affluent are likely to have less stress and improved health and opportunity in later life. The research further purported that Involvement in paid work and volunteering roles has a positive impact on an older person's wellbeing, but only if these roles are of good quality: that is, if the person has control over their work routine and that they feel adequately rewarded for the work they put in.

Trafford Council regularly distribute the Trafford Pledge which is an e-bulletin advertising paid and volunteer work and training opportunities, as well as community news. The information is sent to local job centres where it is printed and given it to customers, local community groups, employment programmes such as the Work and Health programme, Motiv8 and also local residents who have requested to receive the bulletin.

Age UK Trafford is among the largest employers of older volunteers in Trafford. As of March 2019 they employ 107 older volunteers in roles including Dementia Day Support; Activities Support; Information & Advice and as a Home Library Volunteer.

In Trafford, we will continue to promote voluntary and paid roles for older people and encourage employers in the borough to develop age-friendly workplaces that support people to remain in work and support those over 50 who are out of work to return.

Intergenerational Activities

As discussed earlier, the number of people aged over 65 in Trafford is projected to grow by 29%, and the number of people over 85 is projected to grow by 35% by 2031^{xix}. This is in contrast to the projected growth of younger age groups with the number of under 19s in Trafford expected to decrease by 0.3% and those in the 20-64 age bracket decreasing by 3%. Such a shift in the age distribution has the potential to



cause intergenerational conflict with regards to, for example, housing, wealth and employment^{xx}.

Intergenerational activities can promote greater understanding and respect between generations and contribute to building more cohesive communities. For older people, the benefits can include increased motivation, increased perception of self-worth, reduced social isolation and recognition of the skills they have. Both the younger and older age groups can benefit from improved health and wellbeing through intergenerational activities^{xxi}.

In Trafford, we will work with schools in the borough to find examples of good practice in intergenerational work. We will work with our VCSE partners to design a model for intergenerational activities that can be used by schools and community groups to engage in activities that bring the older and younger generations together, helping to address social isolation and developing mutually beneficial relationships.

Trafford Council are working in partnership with residential homes and schools throughout the borough to develop a process of linking them together locally. Through this process we will implement an Adopt a Care Home Scheme whereby schoolchildren go into the care home and spend time with the residents with a view to improving the wellbeing of the care home residents and children, and to teach children about issues facing older people, particularly for people with dementia, and creating a long term age and dementia-friendly community.

Transport

In Trafford, we have an excellent transport network that is served well by buses and the Metrolink system, however, it has been recognised through our consultations with the public and through the cuts in services that have affected the whole of Greater Manchester, that some areas of the borough are better connected by public transport than others. Having accessible and affordable public transport is vital to the lives of many older people for accessing community and health services, keeping in touch with family and friends and travelling to volunteering and workplaces.

Service and stop information at bus stops and on buses has also been raised as a concern, as has the importance of driver training in, for example, waiting for people to sit down before setting off and pulling up close to the kerb when people are getting on.

The Greater Manchester Ring and Ride service offers many older people and an accompanying adult low cost, door to door travel with wheelchair access and trained disability-aware drivers. Transport for Greater Manchester (TfGM) has published its draft Delivery Plan 2020-2025 as part of the wider 2040 Transport



Strategy. It states that TfGM will continue to financially support services that connect people with services such as healthcare, shopping and leisure that commercial operators deem unprofitable. TfGM are also reviewing accessible transport which includes exploring the introduction of new flexible bus services serving rail and Metrolink stations^{xxii}.

Digital Inclusion

Increasingly, goods and services are being made more readily available online than they are face to face or over the telephone, however, 4.5 million people in the UK have never used the internet and 3.7 of those are aged over 65^{xxiii}. Although the Equalities Act 2010 requires public bodies to make services available to all, regardless of age, many don't offer the support older people need to, for example, claim benefits they are entitled to^{xxiv}. Those aged over 65 that don't use the internet to purchase goods and other services, or use online comparison and switching tools, are likely to pay more for their purchases than those that do use the internet^{xxv} and there is evidence to suggest that older people who do use the internet do so to strengthen social connections, particularly with family and friends, which helps to address issues of loneliness and social isolation^{xxvi}.

Trafford Council's contact centre will begin Housing Benefit and Council Tax Support claims for customers, and if they have no one to help them with a blue car badge appointment we offer assisted appointments in the library. In some cases where there is no alternative staff will complete a form for the customer over the phone. The contact centre also carry out call back appointments for customers who are vulnerable or have no access to the internet to be able to complete an online housing benefit and Council Tax support claim form.

In Trafford, many of our libraries hold regular sessions on how to use a tablet computer, 'Tech and Talk' sessions and sessions to coach on internet usage and Age UK Trafford hold regular 'Silver Surfer' drop-in sessions at their offices in Urmston. A Digital Strategy for Trafford is currently in development which will include digital inclusion for older people.

Community Toilet Scheme

In our consultations with the residents of Trafford, a major issue for older people across the borough was the lack of publicly accessible toilet facilities - 76% of respondents to our survey were unhappy with the availability of toilets.

We will initiate a Community Toilet Scheme in Trafford. We will encourage businesses to sign up to the scheme and develop a searchable database (and/ or interactive map) of toilets that are available for the public to use without them necessarily making a purchase, including details opening times and accessibility features.

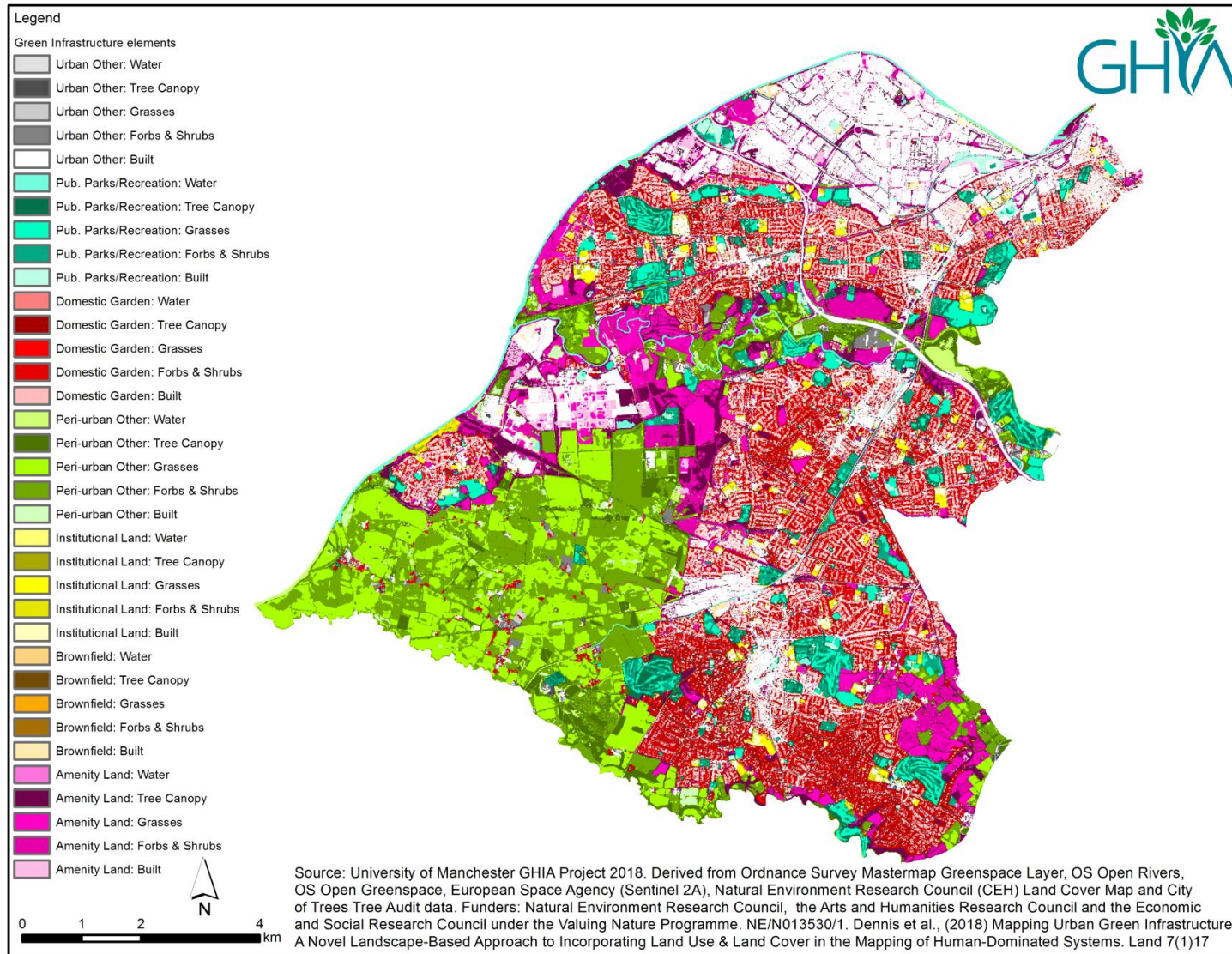
Take a Seat Scheme

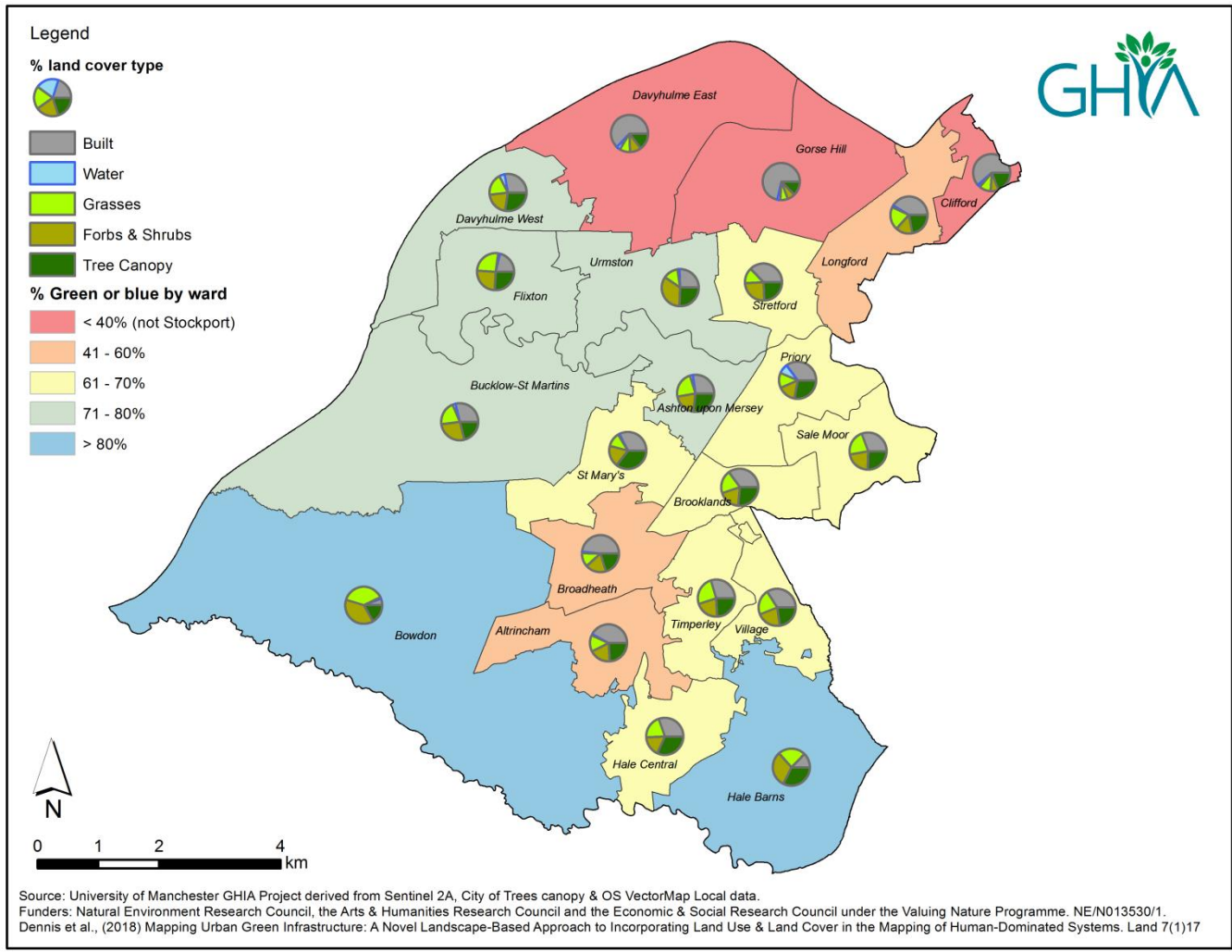
Knowing that there are places to rest when you're out and about can make the difference between staying at home and visiting family and friends or taking a trip to the shops, which encourages physical activity and helps address social isolation. Inspired by a similar project in New York City, the Take a Seat scheme simply asks local businesses to make seats, toilets and a drink of water available to people who may need them. Businesses that sign up to the scheme are also given a checklist of ways to make their premises more age and dementia-friendly. They are encouraged to display clear signs, store items within easy reach, and keep floors clutter-free^{xxvii}.

In Trafford, we will work with Greater Manchester Housing Providers to promote the Take a Seat Scheme and encourage local businesses to take part by offering seating, and a drink of water and toilet facilities where available, and displaying the Age Friendly flower stickers in their windows.



Appendix 1: Green space distribution in Trafford





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