

## Older People in Hyndburn – Our Policy

### Valuing older people: Introduction

Older people are a diverse group of people whose views and behaviours differ greatly from previous generations and arguably have more to contribute to society than ever before. Their impact in terms of volunteering, citizenship and consumer spending is disproportionately high. Yet the time, skills and resources that older people have to offer society are often undervalued.

**Caring:** Countless older people make a significant contribution through care for their partners, their children, grandchildren, friends and neighbours, although they often don't view themselves as carers. This type of informal caring is estimated to be worth around £30 billion nationally.

**Volunteering:** Many older people volunteer in schools and hospitals, local community groups and charities. Volunteering roles range from giving time and expertise on a board of trustees to providing free labour for the benefit of others. Volunteering is estimated to be worth around £10 billion nationally.

**Influencing:** Older people help to plan for and influence local services. They do this as members of neighbourhood watch committees, political parties, trade unions, forums, executive boards of voluntary organisations, local council infrastructure and local health bodies, to name a few. They are more likely to vote in elections than any other age group.

**Employment:** Older people form a significant part of the labour force and make up one of the largest groups of entrepreneurs. They contribute skills and experience gained over many years to the economy. They also contribute billions of pounds in tax revenues through wages, investments, pensions, and consumer spending. The economic and social contribution to society made by people over 65 has been calculated at £40 billion and their contribution is projected to grow to £77 billion by 2030. According to a report from the WRVS "Gold Age Pensioners", taxes paid by people aged 65 and above amount to £45 billion, approaching twice the total received from council tax.

**Recognising Population Changes:** Statistics show that the UK has an ageing population. This is the case both nationally and locally. In Hyndburn data shows that there are around 13,400 people aged 65 and over which represents almost 17% of the total population. It has been well documented over recent years that people are living longer and that older age groups

will increase in future years, with the associated financial implications, both positive and negative.

By 2021 the population of people over the age of 65 in Hyndburn is projected to increase to 14500. There is no guarantee that 'extra' years of life will equate to healthy years of life. However it is also not the case that longer life will necessarily lead to ill health or disability. We might plan health and social care services accordingly, but we should also consider the impact on local cultural and social resources and ensure we are providing the right opportunities for our communities to thrive. Hyndburn must embrace its ageing population. It must adapt to ensure that it is in the best position to benefit from the positive aspects of having an older demographic and support those who need it.

This Document brings together the expertise and experience of a large number of residents who care about older people. Hyndburn has an active network of support operating in the borough, from individuals supporting each other, to organisations tasked with large scale social issues. Through this exercise they hope to strengthen Hyndburn's approach to supporting communities whilst increasing opportunities for older people and ensuring local resources are well promoted and utilised. This document will evidence our resources locally and act as reference to those working with older people.

## **Development of this Document**

Consultation is a process of dialogue with citizens and stakeholders, and informs decisions about new proposals, policy, or service changes.

Through a planned process of consultation we will:

- Encourage greater public interest
- Deliver stronger community leadership
- Plan the document based on the needs and views of people
- Identify priorities and improve the document
- Expand awareness of the document

### **The Process:**

As part of the development of the Older People in Hyndburn Document, a steering group model was adopted. The first steering group meeting was held at Hyndburn Borough Council in October 2014 with subsequent meetings held after this point. Steering group meetings had two main objectives:

- To highlight the importance of an Older People in Hyndburn document
- To bring together local expertise, information, and opinions to be included in the Older People in Hyndburn document

At meetings, partners provided key information about how they wanted the document to work, how they envisaged it being embedded across the Council, and provided examples of best practice that could be used to inform its development. Early involvement of partners ensured that the content and direction of the document was informed by older people's needs. The steering group provided a sense-check on its progress.

The draft document was presented to the following groups and individuals for consultation:

- |  |  |
|--|--|
| • Hyndburn Over 50's Forum                         | • Health and Communities Working Group |
| • Cluster of East Lancashire Older People's Forums | • Hyndburn Disability Forum            |
| • Hyndburn and Ribble Valley CVS                   | • Lancashire Fire and Rescue           |
| • Hyndburn Homewise                                | • Lancashire Police                    |
| • Age UK Lancashire                                | • Oswaldtwistle Churches Together      |
| • Aawaz  | • Rishton Churches Together            |
| • Age Consulting                                   | • Shop Mobility                        |
| • Carers Link                                      | • The Blind Society                    |
| • BME Forum  | • The Women's Centre                   |

## **Our Aim**

To create an environment where older people have the opportunity and support to live fulfilled and independent lives.

## **Objectives**

To make Hyndburn a place where full participation is a choice all older people can make.

To identify opportunities to reach out to communities, carers and volunteers, including isolated older people.

To ensure that older people can obtain the information they need, when they need it, to enable them to more effectively access services.

To support access to, and increase the range of, social and community activities available for older people, in order to help tackle social isolation.

## **Engaging Our Partners**

Developing the 'Older People in Hyndburn' document has been a collaborative exercise with contributions from the following partners:

Hyndburn Borough Council  
Hyndburn Older People's Forum  
Lancashire 50+ Assembly  
Hyndburn Homewise  
Age UK Lancashire  
Hyndburn and Ribble Valley CVS  
Help Direct

## **Our Priority Areas**

### **Inclusive Society**

There are many characteristics for an inclusive society. In an inclusive society life chances are maximised. People have access to the services and facilities they need. In an inclusive society the physical, social, and emotional needs of older people are met. They have access to housing that meets their requirements. Their voices are heard in the democratic process and people have a sense of “belonging” to the place they live. In an inclusive society older people are active in their communities and expect to fully participate in society as they desire. They interact with others in the community and are able to use community resources. Diverse networks of individuals and groups exist within an inclusive community and these must be accessible to everyone who wishes to be involved.

### **Promoting Citizenship**

Communities must value the contribution made by older people to their community. The majority of older people are not in difficulty. They are often active and public spirited individuals, not simply service users. Yet older people are often mistaken as dependent or frail, rather than as citizens with a contribution to make. Older people should be seen as full citizens and as a resource for society. Services for older people are commonly focused on a narrow range of provision for the most vulnerable people who find themselves in crisis. It is not acceptable to consider this level of service adequate, older people need a wide range of good quality cultural and social resources to ensure the right opportunities exist for older people to thrive. This is fundamental to wellbeing and to living a healthy life.

### **Working in Older Age**

Many employers report clear business benefits of effectively managing an ageing workforce, retaining the skills of older workers while bringing on younger workers. McDonald’s have 20% higher performance in those outlets that employ workers aged over 60 as well as younger workers. However many older workers retire early because they are unable to get flexible or part-time work.

Providing the opportunity to work might have a positive impact on an individual’s savings for retirement. Retiring 2 years after State Pension age and continuing to save in that time can increase private pension income by 20%, but retiring 2 years before State Pension age and taking an income from a pension can reduce it by 18%.

Out of work older people can find it more difficult to get a job and are more likely than younger people to remain unemployed for longer. Over 47% of unemployed people aged over 50 have been unemployed for 12 months or more compared with around 30% of Jobseeker's Allowance claimants aged 18 or over (Office for National Statistics Labour Market Statistics, October 2013).

### **Promoting Independence and encourage positive views of age**

Independence is both subjective and relative, varying according to the person and situation. Quality of life can be enhanced through simple opportunities and solutions provided by a variety of organisations. Being Independent is not the same as being able to do everything without support. By working jointly with partners from across the statutory, voluntary and community sectors, organisations will inspire independence and well-being.

Having choice and control is important to us all. Older people wish to contribute and want to be valued and recognised for that contribution. Older people have experience and expertise, and in many cases make excellent positive community role models. They see themselves as having an important role in challenging negative stereotypes. It is important to recognise the value of older people as carers, volunteers, activists, and above all, individuals not only with a past, but with skills and a future.

### **Recognise that *some* older people face a range of issues.**

The majority of older people live independently without social services support or crisis related intervention. Whilst this is true, obstacles or barriers to wellbeing can be complex for all people, old and young. Health related issues - including mobility problems - can lead to a loss of independence, mental health problems similarly can lead to reduced independence and social isolation. Other potential problems include; bereavement, financial difficulties, a lack of transportation, caring responsibilities, family disputes, loss of status, housing related issues, feeling unsafe at home and in public, and even abuse. Often people experience multiple problems at one time or another. With this in mind we need to recognise that the issues above actually affect us all in a very similar way. Whilst many of these issues affect older people, they are not solely problems associated with ageing. Ageism and age related discrimination needs to be tackled by everyone, and particularly by older people themselves.

## **Dementia Awareness**

Dementia is not a natural part of ageing. It occurs when the brain is affected by a disease.

The word dementia describes a group of symptoms that may include memory loss, difficulties with planning, problem-solving or language, and sometimes changes in mood or behaviour. It is important to remember that dementia affects everyone differently. The most common forms of dementia are Alzheimer's disease and vascular dementia. Dementia is progressive, which means that symptoms get worse over time. However, many people with dementia lead active and fulfilling lives for many years.

Around 800,000 people in the UK have dementia. Dementia is predominantly a condition that affects older people, and the chance of developing dementia increases significantly with age. However, over 17,000 younger people (under the age of 65) in the UK have dementia. This is called early-onset or young-onset dementia. Dementia is more common among women than men.

Public Health England has defined 'Reducing Dementia Risk' as one of their priority areas. Re-design of Dementia Services is a key objective of the East Lancashire Health and Wellbeing Partnership. In 2010, the National Dementia Action Alliance (NDAA) was formed to tackle these issues and radically change the way our society responds to dementia. Organisations and communities are joining together to form Local Dementia Action Alliances to create dementia friendly communities.

Organisations across Hyndburn are working to establish a Local Dementia Action Alliance comprising public, private and community sector organisations. Hyndburn Council has been involved in this work and is seen as an important member of the alliance.

## **Acknowledging the Importance of Older People**

### **Supporting Carers**

The NHS defines carers as “anybody who looks after a family member, partner, or friend who needs help because of their illness, frailty, or disability.” For the purpose of this document we are specifically talking about unpaid carers. The causes of someone taking on caring responsibilities are varied and the variety of tasks that a carer fulfills can be diverse. Each carer’s experience is unique to their circumstances and in some instances a carer might not see themselves in that way. For instance, carers might be caring for someone in the context of a lifelong relationship.

A caring role might change over time for example, a person’s condition may worsen and they may require more support than the carer has the time or energy to give. In this instance, social services might be called to reassess care needs. A carer’s assessment can also be requested. Either assessment may reveal greater entitlement to extra support.

In regard to welfare, nobody has an obligation to tell a carer what they are entitled to claim so it makes sense to seek independent advice. It is important to mention all dependants in benefits discussions as people of all ages can be entitled to benefits. Often extra assistance is available when claiming certain benefits. Extras could be available in specific areas and save carers money on things like bus passes, taxi cards, or council tax reductions. If a person is turned down for benefits it is not necessarily the end of the matter. Many specialist advice agencies have a high success rate of appeal. Taking well-meaning advice from friends, neighbours, relatives or anyone else is risky as personal circumstances can differ. It can pay to seek specialist welfare rights advice.

Carers need access to information, advice and guidance on work, learning and leisure opportunities. This could enable individuals to gain new skills, regain a sense of self, stay in, or get back to work. It is important to raise awareness with employers about carer’s issues, both with a view to retaining employees who are combining caring and working roles and to attract a potential pool of valuable employees. Employers should establish appropriate policies and procedures to take employment law and legislation relating to carers rights into account. It might be possible to have a key contact in large organisations who would understand the needs and concerns of carers.

Carers sometimes suffer with health problems due to their caring role. To care safely and maintain physical and mental health and well-being, carers need information, support, respect and recognition from the professionals with whom they are in contact. Improved support for the person being cared for can make the carer’s role more manageable.

Taking a break from caring responsibilities can be good for both the carer and the person being cared for. It is often essential in order to balance other commitments and personal needs. There are a number of ways to take a break from a caring role. Talking over personal situations with a social worker can be very helpful.

- Residential respite means the person cared for is looked after by someone else for a while, either in residential or nursing care, or on holiday.
- Domiciliary care is where someone comes into the home and takes over care for a while (for a few hours or sometimes overnight) so the carer can go out or have some personal time.
- A carer might also get a break when the person they care for is involved in other activities, for instance at a day care centre.

If someone you care for passes away, losing them could have a big impact and there may be many adjustments to make. Bereavement is an emotional time, and carers may experience feelings of grief, emptiness or loneliness, as well as relief and guilt at getting your life back. It may help to talk to family and friends or an organisation that supports people who have been bereaved.

## **Volunteering**

Older people form a large and very reliable part of the volunteering workforce, they are involved in making organisations a success and maintaining them across the country. They make a huge contribution via commitment and accumulated experience. The next generation of retirees are one of the best educated cohorts in post-industrial history and bring with them a wealth of knowledge and expertise.

As the Centre for Social Justice has argued, volunteers can also provide the emotional warmth and insight that provides service users with real value. Volunteering is not necessarily a cheap activity for voluntary organisations as volunteers need to be recruited, trained and managed effectively.

Recent research from the Royal Voluntary Service shows that over two million retirees over the age of 60 spend their time volunteering for at least two charities, that's 1 in 5 older people. Whilst a third of 65 to 74 year-olds of respondents to the citizenship survey in 2009-10 participated in informal volunteering at least once a month. This level of volunteering continues into old age. About 25% of those aged 75 and over participate in informal volunteering at least once a month.

## **Care at home**

**Live-in care** should enable an older person to stay at home (rather than be placed in a residential setting) in a familiar and safe environment with personal care, housekeeping and companionship. It should be consistent, with a support plan led by the person's wishes and needs. Plans should meet existing routines for sleep, medicines and meal times, but have the flexibility to adapt given a change in circumstances. Carers should be experienced with specialist training (if required), they should have access to a vehicle (if needed) and might be male or female as required, above all, carers must be compassionate and the older person must feel comfortable to have the carer in their home.

**Visiting home care** provides less one-on-one time and companionship than live-in care; however it should not provide a lower standard of care for individuals in the home. The care provided should enable the person to live independently; it might include personal care, medical support, or housekeeping, and provide an element of social contact. The care outlined remains very personal, and the individual is placing an enormous amount of trust in the carers they allow into their home. Accepting care may not be an easy process and there may be some reluctance to accept help. Communication between the older person (and perhaps their family) and the care team is vital in maintaining good relationships. Care requirements vary from person to person and there needs to be some degree of flexibility. However most importantly, continuity of care is paramount. The older person must feel confident and comfortable when letting a carer into their home, often to perform very personal tasks.

**Complex care** consists of support in the home to help manage health conditions which require medium to high levels of nursing care. The same principles apply to complex care as to live-in care. In addition to addressing the complex health, mental health and social wellbeing needs of individuals, carers must always treat older people with respect, dignity and fairness. Person-centred, flexible home care, provided by a small number of carers, are key components of a quality care service for older people with complex needs.

## **Local Organisations – What they do...**

**Hyndburn Over 50s Forum** was originally set up with help from Lancashire County Council in connection with the adoption of the Lancashire Partnership's Strategy for an Ageing Population. The Forum is a collection of people with a desire to improve older people's services in Hyndburn. They work together, using their influence to stand up for the interests of older people. The forum has a role in ensuring older people have access to information about local services and plans for older people.

The forum is committed to challenging age discrimination. It is briefed by partners on local and national initiatives that promote improvement in services. The forum maintains links with planners and public services to ensure they are continually mindful of older people in their work. Links are also maintained with pensioners' organisations at a national and local level. The forum is a recognised and valid contributor to local policy with influence over economic, social and moral welfare matters in the borough.

**Lancashire 50Plus Assembly** works in partnership with all partner agencies, it is specifically not a campaigning organisation. The Lancashire 50Plus assembly is self-governing and older people wishing to become members must accept the basic principle of operation of the Assembly. All Assembly members contribute to the governance of the Assembly. Membership comprises of older people who are volunteers from partnerships within each district. This ensures that the Assembly maintains a strong link between countywide engagement structures for older people and guarantees that as far as possible, the work of the 50 Plus Assembly is rooted in local communities rather than in services for older people.

The Assembly is a consultative body of the Strategy for an Ageing Population. Assembly members are drawn from 50 plus Forums and Community Groups whose membership has at least 75% people 50 plus who have an interest and commitment to improving the lives of older people living in Lancashire.

**Hyndburn Homewise** is a non-profit making organisation whose services are available to the whole community of Hyndburn. Homewise provides a comprehensive, impartial help, advice and support service. It includes all aspects of home improvement, adaptation, repairs, maintenance and energy efficiency works. Homewise provides additional support for older and disabled people including fundraising for essential works, it also works in partnership with Trading Standards to provide advice on local reputable tradesmen. Other services include; maintenance surveys, advice on property repairs, a handyperson service, affordable warmth, energy efficiency grants and subsidies, minor aids and adaptations, falls and accident prevention, crime prevention assessments and installation of security measures, disability aids, housing options advice for later life and support for people living with

dementia to remain living independently. Services are aimed at ensuring people live independently at home for as long as they wish.

**Age UK Lancashire** is a countywide charity working with and for older people. Through the services and support they provide, they aim to promote independence, enhance health and wellbeing and enable older people to access the information they need to make informed decisions about their lives. Staff and volunteers provide a wide range of services and support for older people, including; hospital discharge support, social, leisure and educational activities, information, visiting and befriending, day care, ageing well, housing support as well as campaigning on behalf of older people about national and local issues. In Hyndburn, Age UK provides: Community Leisure, Social & Physical Activities, Day Care Services, Health Trainers, Home Help Service, Information and Advice and a Hospital Aftercare Service

**Hyndburn and Ribble Valley CVS (HRCVS)** is part of a national CVS network of over 200 organisations. HRCVS provides information and advice on all aspects of setting up and running a voluntary group, including funding, information, financial advice and managing projects. They also encourage other agencies to work with the local voluntary and community sectors and represent the sector at strategic level. HRCVS identifies and facilitates training programmes for the local Voluntary, Community and Faith Sector; it helps groups to recruit volunteers and assists individuals to get into volunteering.

## **The Policy Environment**

Every care has been taken to include references to current and relevant resources in this section. However it may be worth checking related websites for document updates.

### **National Policy**

The Department for Work & Pensions, UK Advisory Forum on Ageing sees retirement as an active phase of life where people have opportunities to contribute to society by working longer or volunteering in their communities. They say individuals should take personal responsibility for their own wellbeing by working, saving and looking after their health. By raising State Pension age, government argue, they will maintain a sustainable balance between the proportions of workers and retired people. They have also removed the default retirement age, so employers can no longer force employees to retire just because they reach retirement age. The government has a collection of resources which it refers to as 'Age Positive' to provide advice and case studies about effectively managing an ageing workforce; these can be found at [www.gov.uk/government/collections/age-positive](http://www.gov.uk/government/collections/age-positive)

The White Paper, "**Healthy Lives, Healthy People, Our Strategy for Public Health in England**" describes arrangements for key public health functions to return to local authorities. The paper explains that this transfer provides the mechanism for joined up working to address the known social determinants of health and well-being. This brings renewed focus to joint working across health and social care, and with the wider public services to improve older people's well-being. The strategy looks at health and well-being throughout life, aiming for "active ageing" as the norm rather than the exception.

**The Marmot Review "Fair Society, Healthy Lives"** is a strategic review of health inequalities in England post 2010. In undertaking the review, Professor Sir Michael Marmot was asked to propose the most effective evidence-based strategies for reducing health inequalities in England. The review identified that the social gradient of health inequalities is influenced by housing, income, education, disability and social isolation. It makes specific reference to the importance of "social capital" for an older person, including the significance of being a part of their local community.

**2008 public health guidance from NICE** on Mental Wellbeing in Older people (Guidance for Occupational Therapy interventions to promote the mental well-being of older people in primary care and residential care) recommends that suitably trained professionals should encourage older people to carry out daily activities that help to maintain health and well-

being. Those professionals should also increase older people's knowledge of where to get reliable information and advice.

In 2006, **Age Concern** and the Mental Health Foundation launched a UK inquiry into mental health and well-being in later life. (Age Concern & Mental Health Foundation, 2006: Promoting mental health and well-being in later life) "Promoting mental health and well-being in later life" identifies five areas of influence on mental health which includes; age discrimination; participation in meaningful activity, maintaining relationships and tackling social isolation; good physical health; and poverty.

The "Loneliness and Isolation Evidence Review" (Age UK, 2010: Loneliness and Isolation Evidence Review) stresses that loneliness and isolation are not the same thing. The causes of loneliness are not just physical isolation and lack of companionship, but also sometimes the lack of a useful role in society. However it remains that one of the most effective ways of combating loneliness is to combat isolation.

**The Welfare Reform Act 2012** brought major changes to the benefits system, particularly for people of working age but some of the changes will affect older people too. Universal Credit will replace certain benefits for people of working age, but will also affect older people with partners of working age, those with dependent children, and potentially people with savings. Local authorities in England receive funding to help people pay Council Tax. The Government has said current and future pensioners in England should receive the same level of support under the new schemes as before. More information can be found at [www.ageuk.org.uk/money-matters/claiming-benefits](http://www.ageuk.org.uk/money-matters/claiming-benefits)

**The Filkin Report** (House of Lords Committee on Public Service and Demographic Change - March 2013) warns that the Government and our society are underprepared for ageing. It says longer life represents opportunities and challenges for individuals, employers, our welfare services, and Government. Radical changes to the way that health and social care is delivered are needed to provide appropriate care and to address future demand. The Committee states that the quality of healthcare for older people is not good enough and that the healthcare system in England is not suitable to deal with chronic long-term health conditions, as opposed to more acute health needs.

The Committee calls on the Government to publish a white paper analysing the issues and challenges, and a vision for public services in an ageing society. It recommends that Government should establish two commissions. One would work with employers and financial service providers to examine how to improve pensions, savings and equity release; the other would analyse how the health and social care system and its funding should be

changed to serve the needs of our ageing population. The Committee argues that with increasing longevity, our view of older age should change.

In February 2012, the National Pensioners' Convention launched a **Dignity Code**, setting out minimum standards for the dignified treatment of older people, whether in hospital or the community and calling for an end to abuse and neglect. The organisation subsequently wrote to the Leader of the Council asking for the Council to support the Dignity Code.

The code sets out nineteen points on how older people should and should not be treated, upholding their rights and maintaining their personal dignity. It is aimed primarily at those organisations that provide medical and care services to older people but it complements the Council's corporate objectives and values around health, equality and customer focus and is relevant in the delivery of council services.

On the 6th December 2012 the National Pensioners' Convention Dignity Code was presented to full Council. It was resolved that Council unanimously supports the Dignity Code.

**The Care Act 2014** aims to put people and carers in control of their care and support. It makes it clear what care people should expect and aims to increase transparency and drive up the quality of care. Stronger regulatory powers will hold providers of care to account for poor care provision. Through the Care Act, Government has introduced a single set of criteria that makes it clear when local authorities will have to provide support to people, replacing a system of local conditions. Councils also have a duty to provide preventative services to maintain people's health. Carers also have new rights to support. All carers will be entitled to an assessment; if eligible they will have a legal right to receive support.

The Act proposes a limit on the amount anyone will have to pay towards the costs of their care, regardless of how much they have in savings or assets. Once the cap on care of £72,000 is reached the state will pay those costs.

## **Local Policy**

### **The Lancashire Partnership's Strategy for an Ageing Population**

Sets out how we in Lancashire are responding to the opportunities and challenges of an ageing society. Their 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. Strategy for an Ageing Population helped to inform the Older People in Hyndburn Document.

### **The Joint Strategic Needs Assessment (JSNA) for Older People in Lancashire**

(Updated in March 2013)

In 2011 a Lancashire project group produced a compendium of indicators relating to the health and wellbeing of older people in the area. This compendium was published on the Lancashire JSNA website. Following on from this, a prioritisation workshop was held and a set of six priority issues were agreed by the stakeholder group. They identified recommendations and best practice guidance to aid commissioners in the following areas:

1. Prevention and protection in a safe environment: The vast majority of accidents involving older people are falls, with the majority of these occurring in the home.
2. Lifestyle: A general recommendation to improve access for older people to universal services to improve lifestyle behaviours that impact on health.
3. Mental health and wellbeing including tackling age discrimination, participation in meaningful activity, maintaining relationships, tackling social isolation, maintaining good physical health, and tackling poverty.
4. Long term conditions and end of life care.
5. Carers: Identifying unknown carers is an important issue. Many carers either don't think of themselves as such or are unaware of the support available to them.
6. Pathway of care and integration of services for older people with emphasis on closer cooperation across boundaries and the development of agreed pathways.

### **Hyndburn Older People's Champion**

The Older People's Champion role is to help to ensure the Council understands the needs of older people locally. The Older People's Champions' Network for the North West of England is a long-standing organisation that helps Local Authorities to improve their services based on the needs of older people. The network has almost 30 Local Authorities from across the North West region involved in this major network. The Older Peoples Champion for Hyndburn Borough Council is an active member of the Champions' Network. The North

West Older People's Champions' Network also ensures the Older People's Champion is kept informed about developments at a regional and national level.

### **Age Action Alliance**

Hyndburn Borough Council is a member of the Age Action Alliance. The Alliance is a network which brings together both organisations and older people, in partnership. Drawn from civil society and the public and private sectors, the Alliance takes a positive approach to ageing and seeks practical ways to improve services and support to older people. Members work collaboratively, achieving more in partnership than they can as individual organisations or sectors. [www.ageactionalliance.org](http://www.ageactionalliance.org)