



Arts and Older People Strategy

Final Version

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1. Executive Summary

1.1 Introduction

This arts and older people strategy has been prepared in recognition of the priorities set out in the Arts Council of Northern Ireland's (ACNI) five year strategy, Creative Connections for the period from 2007-2012. Theme 3 (Growing Audiences and Increasing Participation) of this strategy specifically addresses the importance of exploring and developing opportunities for older people to engage with the arts.

ACNI has developed a number of artform and specialist artform policies (2007-2012). These policies address how each of the four themes within the five year strategy are implemented through the work of the Arts Council. One of the objectives for the Arts and Health policy is to 'develop a strategic approach towards addressing the inclusion of older people' so that opportunities in accessing and participating in the arts increase. It is within this broad context that the Arts Council has developed this arts and older people strategy.

1.2 Background Context

In Northern Ireland there is no single definition for an older person. While Northern Ireland has a relatively young population compared with the rest of the UK, older people make up an increasing proportion of the population due to birth rate lowering and life expectancy rising. This section reiterates the importance of recognising that older people are as heterogeneous as any other group in our society; from those who are newly retired, vulnerable, extremely active and disabled¹. However, it is equally important to recognize gender, sexual orientation, ethnicity and religious background of older people. Such issues are currently being explored and debated through OFMDFM's draft Commissioner for Older People Consultation Bill (2009).

1.3 Policy Context

This section summarises existing policies and strategies within Northern Ireland, the United Kingdom, Ireland and Europe on the advocacy, protection and support of older people within society. Some Governments are further ahead than others; this is mainly due to differing legislative structures and priorities. There are however a number of strategic commonalities across Government agendas. These include:

- providing older people with a 'voice'
- raising awareness of older people issues
- addressing and removing barriers
- offering life-long learning opportunities
- encouraging active ageing
- improving quality of services and support

¹ Includes physical, sensory, learning, mental health and hidden disabilities

The emerging message from all the various Government policies for older people is that realistic funding must be allocated to ensure that strategic action can be implemented on the ground.

1.4 Arts Council of Northern Ireland and Older People

The Arts Council is committed to addressing the needs of older people through improving access and participation in the arts. Theme 3 (Growing Audiences and Increasing Participation) within the current 5 year strategic plan addresses the changing profile of the population in Northern Ireland when it states:

“It is estimated that numbers in the older age groups will be significantly larger in future years. We can predict that there are going to be more retired people with more time to spend on leisure activities. We will explore and develop opportunities for older people to engage with the arts.”

This section draws on evidence as a means of identifying and tackling those barriers older people face in accessing and participating in the arts in Northern Ireland. Such an analysis is essential as it informs how the strategy tackles broad issues, encourages partnership working, increases avenues as well as building upon the Arts Council’s history of funding and supporting work with older people. Qualitative evidence drawn from consultations with key age sector organisations also informs the development of this strategy. Key issues raised amongst consultees include:

- The important role of arts in supporting the social and creative needs of older people, from developing new skills and addressing social justice issues such as isolation, loneliness, poverty and mental health.
- The importance of consultation – exploring various methods of consultation not only in establishing the strategy but also throughout its implementation.
- The concern for the lack of funding in sustaining arts-related work with older people in Northern Ireland.
- The opportunities for older people to engage in volunteering and life-long learning at a regional, national and European level.

1.5 Research on the arts and older people

This section reviews a wide range of published research that relates to arts and older people. It begins with an examination of the key deterrents older people may face in accessing or participating in the arts. These are categorised under economic, physical, social and information awareness. The second section draws on evidence which reveals how participation in arts-related activities can help older people in a variety of ways, from social, physical, mental and emotional perspectives. Such outcomes demonstrate the importance of evaluating and building upon the body of evidence in measuring the benefits participation has on older people.

1.6 SWOT Analysis

This section summarises the current internal and external strengths, weaknesses, opportunities and threats to the successful implementation of this arts and older people strategy. This is followed by an analysis of possible solutions to identified threats/risks that will be addressed within the engagement strategy.

1.7 Engagement Strategy

The principal aim of the engagement strategy is to create as many avenues for older people to access and participate in the arts in Northern Ireland and further afield. While this engagement strategy sets out a number of recommendations that will help consider a number of broad issues (e.g. transportation) and possible partnership working (age sector organisations), the central mechanism in increasing participation in the arts will be through a programmatic type approach.

The Arts Council's research and consultation solidifies the importance of creating opportunities that meet the creative and social needs of older people today. The following are possible artist-led interventions that could be incorporated into a dedicated funding programme for older people:

1. Writing programmes, e.g. social history and legacy of conflict in Northern Ireland;
2. Theatre projects: This could involve older people writing a script that addresses and highlights the needs of older people. Such work could also involve older people acting out the script through theatre and radio mediums;
3. Dance classes, e.g. reminiscing of the social dancing;
4. Life-long learning opportunities – access courses for older people and the development of new work-related skills.

1.8 Performance Monitoring and Evaluation

This section details how the Arts Council will monitor and evaluate the performance and implementation of the strategy. This includes formal annual reports/action plans, quarterly reports to inform partners on the development of this strategy, as well as updates on a dedicated page on ACNI's website. The Arts Council will also evaluate all projects/programmes throughout the duration of this strategy. Such evaluations will contribute to the body of evidence that currently exists in measuring the benefits of participation in the arts for older people.

1.9 Communications Strategy

The Arts Council recognises the importance of embedding a communications strategy to ensure that the outcomes of arts-related activities and related older people issues receive high profile media attention. A communications strategy will include: showcasing the projects of older people, building the profile of older people issues, conveying the key messages of older people as well as supporting advocacy ambitions by strengthening and providing a voice for the older person.

2. Introduction

2.1 This arts and older people strategy has been prepared in recognition of the priorities set out in the Arts Council of Northern Ireland's (ACNI) five year strategy, Creative Connections for the period from 2007-2012. Theme 3: Growing Audiences and Increasing Participation of this strategy specifically addresses the importance of exploring and developing opportunities for older people to engage with the arts (see Table 1).

2.2 The five year strategy addresses the importance of targeting specific groups within society to ensure that opportunities exist for all in accessing and participating in the arts. The groups identified include ethnic minorities, children and young people, people living in disadvantage, people living with disabilities and older people.

2.3 In developing the five year strategy the Arts Council has taken into account the broader context provided by the Northern Ireland Executive's Programme for Government which aims to:

- grow a dynamic, innovative economy
- promote tolerance, inclusion and health and well-being
- protect and enhance the environment and natural resources
- invest to build the infrastructure in Northern Ireland
- deliver modern high quality and efficient public services

The Department of Culture, Arts and Leisure Corporate objectives have also been considered. These are:

- enable as many people as possible to experience and appreciate the excellence of our cultural assets
- promote creativity and innovation and lifelong learning
- encourage respect for and celebration of diversity
- ensure the sustainable management of our cultural infrastructure
- develop and deliver quality cultural products and services
- reform and modernise service delivery

2.4 Table 1 outlines the four central themes of ACNI's five year strategy and the objectives aligned to each:

Table 1: Creative Connections, ACNI's five year strategic themes and objectives

Themes	Objectives
Theme 1: Art at the Heart – promoting the value of the arts	<ul style="list-style-type: none"> - Improve recognition of the contribution artists and arts organisations make to society - Influence government regarding the contribution the arts make to the achievement of a range of policy objectives - gain broad acceptance of the need for increased funding for the arts in Northern Ireland - achieve international recognition for the arts from Northern Ireland
Theme 2: Strengthening the Arts	<ul style="list-style-type: none"> - improve the wellbeing of individual artists - strengthen and develop arts organisations - strengthen and develop the arts infrastructure
Theme 3: Growing Audiences and Increasing Participation	<ul style="list-style-type: none"> - expand the range of opportunities for people to enjoy the arts - expand the range of opportunities for people to take part in the arts - encourage more young people to experience the arts
Theme 4: Improving Arts Council performance	<ul style="list-style-type: none"> - become a more client focused organisation - develop structured processes to achieve business objectives - develop personnel in line with business strategy - strengthen governance and accountability

2.5 ACNI has developed a number of artform and specialist artform policies (2007-2012). These policies address how each of the above themes are implemented through the work of the ACNI. For example, one of the objectives for the Arts and Health policy is to 'develop a strategic approach towards addressing the inclusion of older people' so that opportunities in accessing and participating in the arts increase. It is within this broad context that the Arts Council has developed an arts and older people strategy.

3. Background Context

3.1 While Northern Ireland has a relatively young population compared with the rest of the UK, older people make up an increasing proportion of the population due to birth rate lowering and life expectancy rising. Appendix 1 provides a breakdown of age bands from 50 and above in Northern Ireland.

The important issue we must also take into account is that older people are as heterogeneous as any other group in our society. Older people can include those who are newly retired, vulnerable, extremely active and disabled²; however, it is equally important to recognize gender, sexual orientation, ethnicity and religious background. For example, some older people experience barriers which prevent them from participating in a wide range of activities. These obstacles may be financial, related to health and/or for people living in rural areas, lack of transport. As a consequence of these issues, ACNI recognise the importance of establishing an effective arts and older people strategy that will help improve access and participation in the arts as well as addressing the social challenges older people face on a daily basis.

3.2 In Northern Ireland there is no single definition for an older person. OFMDFM's Commissioner for Older People Consultation document and Draft Bill (2009), sets out the current proposals in addressing older people issues in Northern Ireland. It suggests that the definition for older people should be aged 60 and over as "this was the age at which the range of challenges facing older people begin to take effect" (OFMDFM 2009: 43). This proposed age range is also in alignment with the Older People's Commissioner for Wales' legislation and that adopted by the United Nations. Nevertheless, while OFMDFM's Consultation document proposes that the main age range should cover those aged 60 and over, the Department also states that:

"...there may be some issues that are important to older people that may arise before the age of 60. That is why the proposals set out in the Draft Bill allow the Commissioner to act on behalf of those people aged 50 and over in particular cases. These are, firstly, where there are exceptional circumstances which make it appropriate for the Commissioner to do so, and secondly where a matter raises a question of principle affecting people aged 50 or over" (OFMDFM 2009: 44).

² Includes physical, sensory, learning, mental health and hidden disabilities

4. Policy Context

This section briefly outlines existing policies and strategies within Northern Ireland, the United Kingdom, Ireland and Europe on the advocacy, protection and support of older people within society.

4.1 Northern Ireland Executive's Programme for Government

In Northern Ireland there are two pieces of key legislation relevant to older people:

- One of the nine categories under Section 75 of the Northern Ireland Act 1998 addresses age;
- The Employment Equality Age Regulations³ makes it unlawful to discriminate on grounds of age in the areas of employment, vocational training and further and higher education.

Within the **Programme for Government 2008-2011**, the Public Service Agreement (PSA) that specifically addresses older people is PSA 7, 'Making Peoples' Lives Better'. Under Objective 2 of PSA 7 older people are one of four identified groupings in a co-ordinated strategic action plan that tackles poverty and social inclusion (see Table 2). The two targets detailed under this objective relate to "delivering a strong independent voice for older people" and "ensuring more effective statutory protection for older people."

Table 2: PfG PSA and Objective that addresses older people in Northern Ireland

PSA 7 Making Peoples' Lives Better			
Objective 2	Actions	Targets	Department
Take forward co-ordinated strategic action to promote social inclusion for: <ul style="list-style-type: none"> - Lone parents - People with physical/sensory disability - Older people - New and established Minority Ethnic Communities 	To oversee the agreement and implementation of an action plan to tackle poverty and promote social inclusion for older people. To continue to monitor and report progress on these actions.	Deliver a strong independent voice for older people. Ensure more effective statutory protection for older people as an identifiable group	OFMDFM

³This employment framework directive was established on the 1st October 2006

4.1.1 OFMDFM has lead responsible for this body of work (this department co-ordinates equality issues across Government). A number of strategies have been developed across 18 equality areas, one of which centres on age.⁴

In 2005, the *Ageing in an Inclusive Society* strategy was developed as a means of addressing and promoting social inclusion for older people.⁵ This strategy sets out Government's strategic vision, objectives and key recommendations in improving the lives of older people in Northern Ireland and includes an Action Plan that translates these key recommendations through a programme of work.

Under Objective 4 of this strategy it states that "participation in culture, arts and leisure activities can enhance the quality of older persons' lives" (OFMDFM 2005: 25). In response to this, a number of arts-related targets are detailed under 'more access to education, cultural and leisure facilities' of the 2005-2006 Action Plan. For historic interest there were two specific areas of actions that related to the work of ACNI:

- The Arts Council will include older people as a focus in its next five year plan (2007-2012)
- Arts Council engaging with Clanmill Housing to help them promote artistic activity for older people in their residential accommodation

4.1.2 OFMDFM's *Ageing in an Inclusive Society* Annual Report (2006) documents the achievements of the 2005/06 Action Plan. This annual report identifies a number of older people activities achieved by ACNI in this reporting period. However, the Arts Council now needs to build and strengthen work within this area through an arts and older people's engagement strategy.

4.1.3 In 2008 Dame Joan Harbison was appointed by OFMDFM as the Older People's Advocate. Her role is to act a conduit between the age sector and Government Ministers until a Commissioner for Older People is established. The rationale in establishing a Commissioner is to ensure that the issues and concerns of the older person are highlighted and brought to the attention of OFMDFM's Junior Ministers.

The current proposals to establish a Commissioner for Older People are set out in a Consultation paper and Draft Bill (2009). This document represents the Executive's current thinking on the best way to achieve progress and commitment within Government in addressing older people issues.

⁴ The 18 equality areas within OFMDFM include Age, Central Anti-Poverty, Children and Young People, Community Relations, Disability, Equality Commission, Equality Scheme, Fair Employment, Gender Equality Human Rights, North Belfast Community Action Unit, Racial Equality and Good Relations, Equality Research, Sex Discrimination and Equal Pay, Section 75, single Equality Bill and Victims.

⁵ This strategy was developed following consultation through a Promoting Social Inclusion (PSI) Working Group on Older People. This PSI Working Group was established in 2002 and is made up of representatives from Northern Ireland departments, the wider public sector, the voluntary sector and organisations representing older people in Northern Ireland such as Help the Aged, Age Concern (or Age Concern Help the Aged as they are now known) and the Age Sector Reference Group (OFMDFM).

4.1.4 In 2009 Age Concern Help the Aged NI produced a report which evaluated OFMDFM's progress on the implementation of the *Ageing in an Inclusive Society* strategy. While this report acknowledges positive results such as: progress towards establishing an Older People's Commissioner; extension of the SmartPass to people over the age of 60; protecting disadvantaged older people under the new rates system, and the adoption of Lifetime Opportunities; it also expressed concern that not all the recommendations had been met. The report specifically highlights that there has been a lack of engagement with the age sector since the strategy was established and that there has been a failure to produce annual actions plans and reports since 2005/06.

OFMDFM is currently reviewing the *Ageing in an Inclusive Society* strategy to establish the best way to move older people issues forward within Government processes.

4.1.5 Department of Culture, Arts and Leisure Corporate Plan

While the Department of Culture, Arts and Leisure (DCAL) does not specifically address older people within its Corporate and Business Plan 2008 – 2011, it confirms its commitment within the document to the promotion of “equality of opportunity and good community relations, protecting human rights and ensuring that resources are targeted at those in greatest need.”

Under the Arts and Creativity section, one of the Strategic and Business Objectives is to “enable as many people as possible to improve their quality of life by experiencing, participating and accessing the excellence of our cultural assets.” The target of this objective is to increase by 2 percentage points the proportion of the population who attend/participate arts events in Northern Ireland (see Table 3).

Table 3: PSA 9 promoting access to culture, arts and leisure

PSA 9 Promoting Access to Culture, Arts and Leisure			
Objective 1	Actions	Targets	Department
Enable as many people as possible to improve their quality of life by experiencing, participating and accessing the excellence of our cultural assets.	Promote the Arts Council for Northern Ireland Corporate Plan 2007-10.	By 2011 to increase by 2 percentage points the proportion of the NI population who attend arts events. By 2011 to increase by two percentage points the proportion of the NI population who participate in arts events.	DCAL

4.2 UK, Ireland and European Context on Ageing Policy

4.2.1 Wales

Wales was the first region within the United Kingdom to establish a strategy for older people (see Appendix 2). *The Strategy for Older People in Wales* was published in 2003 and has 5 key aims:

- to tackle discrimination against older people wherever it occurs, promote positive images of ageing and give older people a stronger voice in society.
- to promote and develop older people's capacity to continue to work and learn for as long as they wish.
- to promote and improve the health and well-being of older people through integrated planning and service delivery frameworks.
- to promote the provision of high quality services and support which enable older people to live as independently as possible; and ensure services are organised around and responsive to their needs.
- To implement the Strategy for Older People in Wales with support funding.

4.2.2 Scotland

In 2007, the Scottish Parliament published *All Our Futures: Planning for a Scotland with an Ageing Population* (see Appendix 3). This older people strategy identifies six priority areas which include:

- improving opportunities and removing barriers
- forging better links between the generations
- improving and maintaining health and well being
- improving care, support and protection for older people
- developing housing, transport and planning services
- offering learning opportunities throughout life

4.2.3 England

England's older people strategy, Opportunity Age was established by HM Government in 2005.⁶ The aim of this strategy is to end the perception of older people as dependent; ensure that longer life is healthy and fulfilling; and that older people are full participants in society. The strategy focuses on three key areas:

- **Work and income** - to achieve higher employment rates overall and greater flexibility for over 50s in continuing careers;
- **Active ageing** - to enable older people to play a full and active role in society;
- **Services** – to enable older people to have control over their lives, even if we are constrained by health problems which can occur in old age.

Building a Society for all Ages strategy (2009) brings forward a series of proposals to help address the changing demographics in Britain. See Appendix 4 for the key measures of this strategy.

4.2.4 Ireland

Within Ireland older people issues are addressed more broadly across a range of Government reports such as *Towards 2016*⁷, *Building an Inclusive Society*⁸ and *The National Development Plan*⁹ (see Appendix 5). The Irish Government is currently developing a National Strategy on Positive Ageing and the areas for consideration within it include:

- the development of operational plans by Government Departments closely setting out objectives relation to older people;
- joined up thinking on initiatives serving older people;
- ongoing mechanisms to monitor progress and identify challenges;
- liaising with recognised voluntary groups in the area; and
- consideration on the appointment of an Ombudsman for Older People.

⁶ This strategy is coordinated and led by the Department of Work and Pensions (DWP) Minister of State for Pensions and the Ageing Society, in her role as Champion for Older People.

⁷ 'Towards 2016' – Ten Year Partnership Framework Agreement 2006-2015

⁸ 'Building An Inclusive Society' – National Action Plan for Social Inclusion 2007-2016

⁹ 'National Development Plan 2007-2013 – Transforming Ireland – A Better Quality of Life for All

4.2.5 The European Union and Older People

The European Union (EU) plays an important role in policies affecting older people. The EU has legislated to combat discrimination against older people, worked to improve the portability of pension rights and patient mobility and developed systems of policy exchange between countries to identify the best policies on pensions, combating poverty and providing health and long-term care services. Organisations such as AGE: European Older People's Platform promote the interests of older people in the European Union and to raise awareness of the issues that concern this group in society (for more information on AGE see Appendix 6).

Summary Comments

This policy section has demonstrated how other regions are currently addressing the needs of older people in society today. It is clear that some Governments are further ahead than others; this is mainly due to differing legislative structures and priorities. However, there are a number of strategic commonalities across the Government agendas. These include:

- providing older people with a 'voice'
- raising awareness of older people issues
- addressing and removing barriers
- offering life-long learning opportunities
- encouraging active ageing
- improving quality of services and support

However, what is clear is the emerging message from all of the above models that a realistic funding package must be allocated to ensure that strategic actions can be implemented on the ground.

5. Arts Council of Northern Ireland and Older People

5.1 Five Year Strategic Plan

ACNI is committed to addressing the needs of older people through improving access and participation to the arts.¹⁰ Theme 3 (growing audiences and increasing participation) within the current 5 year strategic plan addresses the changing profile of the population in Northern Ireland when it states:

“It is estimated that numbers in the older age groups will be significantly larger in future years. We can predict that there are going to be more retired people with more time to spend on leisure activities. We will explore and develop opportunities for older people to engage with the arts.”

Encouraging the involvement of older people is also a target of the ACNI’s Business Plan 2008/09, which aims to increase by 1% the number of older people participating in the arts by March 2009 (currently measured at 17% of those aged 65 years or over).

ACNI Research into the actual and perceived barriers to publicly funded arts in Northern Ireland (2005) identifies a number of issues that impede take-up and participation by older people in the arts. These include:

- longstanding illness or disability which can affect the individuals access to or enjoyment of art forms;
- poverty and lack of disposable income which makes the cost of attending cultural events or venues prohibitive to some sections of the older person community;
- access to transport, particularly in rural areas where there is limited transport available. In urban areas issues such as personal safety (i.e. travelling in the evening) can impede attendance¹¹;

¹⁰ In accordance with Theme 3, Objectives 3.1 and 3.2 (ACNI’s 5 year Strategic Plan and Corporate Plan).

¹¹ The Premium Payment is a unique award introduced by the Arts Council Northern Ireland in 2003 for successful applicants who could clearly demonstrate that additional costs associated with delivery of their project for people with particular need, as defined under Section 75 of the Northern Ireland Act. For instance, assisting older people with transportation costs.

The identification of need for such an award emerged from results of the Equality Impact Assessment (EQIA) on the Access to the Arts Fund in 2002. Drawing on findings from the consultation exercises, data collection and research it became clear that the major barrier that was common to all Section 75 categories was the limit of 10% on administration /running costs. This could for example limit the number of people with a disability participating in arts activities. To overcome these types of issues, the Arts Council decided that to effectively mainstream the inclusion of all people under the Access to the Arts Fund the best approach was to provide recourse to a ‘premium payment’ of up to a maximum of £3,000, in addition to the overall grant awarded.

- older people's perceptions of the arts as elitist. Social stereotyping can also assume a narrower range of interests in arts events and activities, than is actually the case.

ACNI recognises the importance of identifying and tackling such barriers within this arts and older people strategy. Such issues are particularly pertinent as the statistics drawn (Table 4) from ACNI's General Population Survey (2009) show that participation in arts activities is lowest amongst 65 and over, and dropped by 0.5% between 2004 -2009.

Table 4: Engagement with Older People – Omnibus Survey Data

Profile of participation (any activity, previous 12 months)

	2004	2007	2009	Change '04-09
	%	%	%	pps
Age group				
16 – 24	33.2	36.8	35.2	1.9
25 – 34	19.5	20.7	26.5	6.9
35 – 49	23.2	19.6	25.0	1.8
50 – 64	21.1	21.0	27.2	6.1
65 and over	19.3	16.9	18.8	-0.5
pps Percentage points				
Statistically significant difference 2009 compared to 2004 *** at 99% * at 95%				

ACNI's central purpose in developing this arts and older people strategy is to assist older people overcome barriers and increase access and participation in arts-related projects that address both their creative and social needs. While this strategy will set out a number of measures that will help tackle broad issues and encourage partnership working, the fundamental objective of this engagement strategy is to increase the number of avenues for older people to become involved in the arts.

5.2 Examples of ACNI Funded Work

ACNI has a history of funding and supporting work with older people as illustrated in the examples detailed below:

- ‘The Bench’, was a play devised by Gerri Moriarty from older people’s stories and memories. This play was performed by older actors, and toured centres and care homes;
- Film and creative writing sessions with older people in the Coleraine area, facilitated by the Arts for Older People Network;
- ‘Poetry in Motion’, an audio anthology of voices from Belfast, facilitated by New Belfast Community Arts Network;
- Lisburn Seniors Dance project ‘Music & Memories’ funded by Awards for All (2006-2008), from this project the Age on Stage group evolved through funding achieved through Awards for All and the Turkington Fund.
- Joan Alexander’s photographic exhibition ‘Home Place’. This work centered on photographic portraits of the elderly;
- ArtsCare: participative arts projects (involving visual art, music, dance and creative writing with older people in healthcare environments);
- Open Arts has run creative writing sessions with older people;
- The Crescent supports older people’s dance sessions;
- The Arts and Disability Awards Ireland Scheme and the ACNI’s Support for Individual Artists programme attract applications from older artists for the production of new work;
- Awards for All (now the Small Grants programme) has funded a number of small arts groups consisting of older people;
- Voluntary Arts Ireland has carried out research into arts projects by and for older people in Northern Ireland. Information from this research has been produced in briefing paper format and posted on their website;
- Many of participative arts organisations carry out work with older people as a part of their broader remit for participation and inclusion amongst the wider sector. Amongst these organisations there is a strong interest in engaging with older people and targeted programming for older people;
- Research conducted by Arts for Older People Network into good practice for arts projects engaging older people;
- A seminar delivered by the Arts for Older People Network – this involved the sharing of research findings and encouraging discussion and advocacy of older people issues;
- ASOP clients targeting 50+. The following information is from the 2007/08 RFO data: 4% of those participating (9,360 out of 221,197) were aged 60 and over. Three organisations demonstrated that they held events targeted specifically at older people: Crescent Arts Centre, Big Telly and ArtsCare. For example, Big Telly in April 2007 began a two-year education and outreach programme called *Spring Chickens*. Funded by The Atlantic Philanthropies ‘Ageing Programme’, it focused on increasing creative expression and engagement within the older community across Northern Ireland, and challenged our perceptions about older

people. During the 2 year programme, 3,496 older people in 28 rural and urban geographical locations throughout Northern Ireland, have experienced 517 artistic workshops, 25 professional theatre performances and 19 Intergenerational workshops in a wide range of older people settings including, residential and care homes, sheltered accommodation, health trust day care centres, community centres, church and council venues. The *Spring Chickens* programme consisted of drama workshops and intergenerational workshops based on Big Telly professional productions, the first cameo tour of a professional performance to sheltered housing communities and skills development workshops (*Strengthening Voices*) focusing on a broad range of theatrical skills, including creative writing, story-telling, circus skills, creative writing, multimedia, magic, puppetry, visual arts, drama, dance and movement.

5.3 ACNI Age Sector Consultation

To inform the development of this strategy ACNI participated in a number of meetings with key age sector organisations. These included:

- A cross-sector research visit looked at good practice in Wales highlighting examples of older people arts festivals such as Bealtaine in Ireland and Gwanwyn in Wales, with a view of organising a similar type of events in Northern Ireland.
- A series of meetings with sector organisations such as Help the Aged, Age Concern¹² and Age Sector Platform to discuss the role of arts in supporting the social and creative needs of older people. All organisations consulted highlighted the importance of arts as a medium for older people to develop skills and to express issues that affect them on a day-to-day basis, i.e. isolation, loneliness, poverty and mental health. There was a strong consensus amongst all three voluntary organisations that the two areas which they regard as being most pressing are:
 1. **Importance of Consultation** – all interviewees voiced the importance of exploring various methods of consultation not only when establishing the strategy but also throughout its implementation. It was stated that this was the only means to ensure that the needs of the older person are addressed. Age Sector Platform would be an ideal partner in organising consultation events, especially with their connections with 25 older people organisations across Northern Ireland. Another option discussed was the possibility of arranging focus groups to gauge views, opinions and needs. One interviewee commented that Queen’s University Belfast has hosted such focus group events with older people, and could be a partner in arranging such consultation with other service providers.

¹² The discussions with Help the Aged and Age Concern occurred before the two organisations amalgamated to Age Concern Help the Aged NI.

2. **Skills Bank** – this would be aimed at creating a skills database for older people and arts organisations who wish to access volunteer opportunities. This will provide older people with the opportunity to volunteer their knowledge, skills and experience to arts organisations across Northern Ireland and Europe. The interviewees all commented that volunteering schemes can help develop self-esteem, confidence and status within society.
- Officers from ACNI attended the Northern Ireland Joseph Rowntree Foundation conference in 2009 on: *Older People: Choice and Independence*. The conference considered key issues faced by older people and highlighted examples of good practice within the UK. Key areas addressed in this conference included:
 1. Policy needs to be developed with input from those who it will affect; therefore, it has to be people-led.
 2. Promotion of the positive aspects of an ageing population in society, i.e. free time, knowledge, and a wealth of life experiences.
 3. The skills of older people were not being fully utilised due to the lack of volunteering opportunities.
 4. Impact of the economic downturn on older people accessing and participating in the arts. DSD statistics show that 1 in 7 older people are living in severe poverty, while 1 in 3 are living below the poverty line.
 5. The importance of developing programmes with an evaluation process ‘built-in’ was highlighted.
 6. It was suggested that ‘Information Banks’ could be located in health facilities as a way of combating lack of access to information resources.
 8. It was noted that the Grand Opera House and the Waterfront Hall provide free tickets to older people for particular events such as the pantomime.
 - As part of the consultation officers met with arts organisations that work with older people. A roundtable discussion provided them with the opportunity to voice concerns and needs in conducting such work. Arts organisations commented on the benefits arts-related activities provided for the participants, i.e. developing skills, sociability and activeness. There was consensus amongst the arts organisations that the lack of funding for such work with older people was a difficulty. Groups stressed the importance of sustained funding for older people’s programming.
 - Officers attended the Grundtvig lifelong learning information day in November 2009 for the new Senior Volunteering Project strand. This scheme is one of many European funded avenues that will provide older people with the opportunity to volunteer their skills and knowledge in a number of European countries. There are established programmes in Italy, Sweden, Spain, Hungary, Romania and France.

- Officers met with Dame Joan Harbison, the Advocate for Older People. The main issues that emerged were as follows:
 1. Dame Joan Harbison's support for artist-led participatory work. She commented specifically on Atlantic Philanthropies 'Ageing Programme' outlining how such a programme could support the artistic needs of older people through a spectrum of activities, while also addressing social justice issues that affect older people in everyday life.
 2. The importance of having an 'inclusive' consultation process.
 3. Advising that older people should not be considered homogenous group. The range of issues/needs are as diverse as any other population group, e.g. vulnerable dependent older people, individuals who are aged 50+ and are between work and retirement, and those who are highly active and wish to be engaged through participating in a variety of artforms. It was highlighted that diversity is recognized and that an inclusive approach is taken.
 4. The importance of engaging with those who have not previously been involved in arts-related activities.
 5. Advising that 'intergenerational work' should be supported.
- Officers met with the Workers Educational Association (WEA), a non-profit organisation which provides adult education in community and workplace settings. The association provides a varied mix of courses to the older learner covering topics such as ITC, basic maths, conflict management and creative crafts. WEA is a firm believer in the importance of learning in keeping people active later in life and highlighted its interest in the development of 'bottom-up' approaches to art-led activities for older people. The organisation has been involved in a number of international projects and is currently in the process of establishing a volunteer exchange programme for older people with a partner in Italy.

5.4 Comparison of Arts Councils in the UK and Ireland

The focus of Arts Councils in the UK and Ireland has been to offer arts to ‘everyone’. Older people are often considered in terms of corporate strategy and audience development; however, in reality the emphasis tends to be more general. It is however important to note that while there are no specific policy developments in this area, older people are generally addressed in the context of well-being and/or disability arts policies because of the overlap, but these categories can be problematic as they tend to be seen as ‘defining’. The Scottish Arts Council has commissioned research into the role of arts and older people, while Arts Council England sit on the steering panel of a project entitled: ‘Contemporary visual art and identity construction – well-being amongst older people’, as yet such work has not been translated into policy objectives.¹³ Nevertheless, the various Arts Councils do fund and support projects that specifically work with older people. Wales and Ireland¹⁴ provide funding for older people festivals as discussed earlier.

¹³ See section 5 of this report

¹⁴ Ireland’s older people festival, Bealtaine is organised by Age and Opportunity, a national non-profit organisation that promotes opportunities for older people through partnerships and collaborative partnerships.

6. Research on arts and older people

This section of the report reviews a wide range of published research that relates to the arts and older people. The section begins by an examination of the key deterrents older people may face in accessing or participating in the arts. These can be categorised under economic, physical, social and information awareness. The second section focuses on the benefits older people derive from engagement with the arts through an examination of relevant research.

6.1 Barriers to engaging with the Arts

In 2005¹⁵, the Arts Council of Northern Ireland carried out a baseline survey which specifically questioned respondents about barriers to their participation and attendance in the arts. 31% of over 65 year olds believed that they were *'too old to be going'* to an arts event, 18% believed that the arts were *'not for people like me'*, 17% cited *'health problems'* and a further 16% *'don't drive.'* A significant percentage (43) of those surveyed stated that they were not interested in the arts; whilst others had chosen not to engage with the arts, and some had never had the opportunity to develop an interest.

Current patterns of involvement in the arts and the views of disabled older people has been gathered in the Arts Councils of Northern Ireland's 2007 *Disability Baseline Survey*. 28% of disabled older people aged 65 and over were interested in attending the arts; the artforms they attended most frequently were theatre and drama (17.8%), music (9.6%), film (6.6%), (dance (5.6%), combined arts (4.1%), visual arts (3.6%), literature (3.6%) and crafts (3.0%). 11% of 65-74 year olds and 7% of 75-84 year olds interviewed expressed a desire to attend more events; while the biggest barrier to their attendance was ease of getting to and from a venue, followed by the cost of the event and a lack of awareness of events. A small but significant factor is that internet usage is significantly lower in the section of the population aged 65 and over; this makes finding information about arts events, activities and available arts funding more difficult for this age group.

6.1.1 Isolation and Loneliness

Recent research has also shown that social isolation can cut older people off from community and leisure activities. Twenty one per cent of people aged 65 and over in Northern Ireland report feeling often, or always, lonely. Sixteen per cent of older people in Northern Ireland do not leave their house more than once a week and 7% of older people never leave their homes (Help the Aged, 2007). Findings from the 2008 Northern Ireland Life and Times Survey confirm this finding and cite loneliness as one of the main problems facing older people today. In addition, the 2005/06 Health & Well-being Survey showed that depression was greatest in the 35-54 and 55-69 year age groups.

¹⁵ ACNI's *Research into the actual and perceived barriers to publicly funded arts in Northern Ireland*, 2005.

6.1.2 Poverty and Social Conditions

Recent research shows that in Northern Ireland almost 57,000 older people live in relative poverty (21% of total), the third highest of all UK regions. In part, this is because pensioners (especially, single pensioners) are more reliant on pension income as opposed to private sources such as investments.¹⁶ It should also be noted however, that recent research has shown that the numbers of older people living in poverty may be understated. Evason (2009) argues that the current method used to determine poverty levels is flawed and fails to acknowledge the particular circumstances of the individual, a particular issue for those older people who receive disability benefits.

6.1.3 Health

In terms of health, the majority of older people in Northern Ireland report their health to be 'good' or 'fairly good' (Acheson et al 2008). Almost two-thirds (64.6 per cent) report a long standing illness or disability¹⁷; however, this proportion drops to just over half (50.1%) for people who report a long standing illness or disability that limits their activities.

Life expectancy has increased consistently and at 76.2 years for men and 81.2 years for women, life expectancy is generally in line with the average for the UK and higher than Scotland. However, Northern Ireland exhibits the lowest percentages of disability-free life expectancy both for males and females in the UK (see Appendix 7 for further information).

6.1.4 Economic Activity

As one might expect the economic climate has changed dramatically recently and this is reflected in the increasing numbers of older people who are unemployed. Figures from the Department for Enterprise, Trade and Investment (DETI) demonstrate that unemployment among the over 50's has increased by 58% over the last year, a trend that has been witnessed across all age groups.

Economic activity rate data for Northern Ireland shows an overall decline in the number of people working 'over' standard retirement age – 65 for men and 60 for women (the age at which women can draw their state pension is to be raised from 60 to 65, to match the age for men, by 2020).¹⁸ Interestingly Meadows and Cook (2003) suggest that unpaid / voluntary work of persons aged 50 years or over in the UK is, in cash terms, worth £24 billion per annum.

¹⁶ Hillyard et al. (2003) breaks this figure down further into smaller age cohorts to show 30 per cent are aged fifty-five to sixty-five, 25 per cent are aged sixty-five to seventy-four, and 22 per cent are aged over seventy five.

¹⁷ Disability includes physical, sensory, learning, mental health as well as hidden disabilities.

¹⁸ In 2005 9.4% of people over retirement age were in employment; in the 2008 the figure was 8.5% - a drop of 1.1%. The drop was more marked for men (from 11.3% in 2005 to 8.9% in 2008) than women (8.4% to 8.3%).

6.1.5 Transport

Attending or participating in an arts event depends on being able to get to it. The provision and suitability of transport for the older market is therefore directly relevant to participation levels in the arts. The transport needs of older people in Northern Ireland vary greatly depending on their socio-economic grouping, where they live and provision of and access to the public transport network.

Northern Ireland is a strongly 'car dependent' society, however, data shows that two-thirds of single pensioners do not have a car and only 28% of women over 70 hold driving licenses compared to 70% of men.¹⁹ Furthermore, some older people cannot drive cars (e.g. they are prevented from holding a driving license on medical grounds), or need to use public transport for shorter journeys (e.g. because of limited mobility).

Demographic changes mean that older people will comprise a greater proportion of the population and many will be dependent on public transport. Northern Ireland has a higher number of people with a disability than anywhere else in the UK, yet currently less than half of the buses in Northern Ireland are fully accessible.

Around 70% of all people aged 65 and over hold a pass (Senior SmartPass) to travel free on public transport in Northern Ireland (ERINI, 2009). However, older people living in rural and more isolated areas experience particular problems and difficulties in terms of accessibility of public transport (41% of buses are currently categorized as accessible). The Northern Ireland Executive Programme's for Government (2008) includes the target that all Metro and Ulsterbus coaches will be 100% accessible by 2012.

This section has highlighted that while it is important to cater to the interests of people in the older age ranges, cultural providers must also take into account the changing needs of its audience and consider issues such as cost and access.

6.2 Benefits of Participating in the Arts

The relationship between active engagement in the arts and the maintenance of the physical, mental, and social well-being of older people is increasingly better understood. Research produced by the Scottish Arts Council (2002) states that the benefits for older people with particular health problems, like dementia or stroke patients have also been substantial and that arts are very often the "key" to unlocking memory, arresting depression and anxiety, improving communication between individuals or simply adding some "fun".

Research carried out in the Centre for Creative Aging in New York by Professor Gene D. Cohen champions the idea that people past retirement age have untapped stores of creativity and intellectually rigorous skills in their later years. Cohen reported that contrary to popular myth, brain cells do not stop forming after adolescence; growing new

¹⁹ Family Resource Survey 2003/2004

brain cells is a lifelong phenomenon. Consequently, as long as people are encouraged to keep trying new pursuits, people in the traditional retirement years have almost limitless capacity for intellectual growth.

The Creativity and Aging Study (2005) conducted by Cohen was the first formal study, using an experimental design with a control group, to examine the influence of professionally conducted, participatory arts programmes on the general health, mental health and social activities. Interim findings from the study show that those who had access to participatory arts programmes for a period of 2 years:

- experienced significantly better health than a control group, whose older members were not participating in the arts.
- had less doctor visits in a year and had diminished use of medication.
- were healthier and more independent after a year, than people of the same level of health who didn't take part.
- scored significantly better on the Geriatric Depression Scale and Loneliness Scale than the control Group.

On a more local level, the Dreams Art and Health Project developed by ArtsCare at the Mater Hospital in 2006 assessed the value of participation in visual arts projects by patients, staff and community groups associated with the hospital. Findings from a combination of qualitative and quantitative data showed that the majority of those who participated reported positive effect with regard to improving confidence, relieving stress and worries, relieving pain, symptoms and improving mood.

Anthropologist Jonathan Skinner (2009) presents findings from a qualitative study, which investigated the links between social exclusion, health and dance amongst older citizens in three cities and regions; around Belfast and Northern Ireland, Blackpool (GB) and Sacramento (USA). Findings from his research attest to the social, psychological and health benefits of social dancing among senior citizens. It states that this form of leisure has the potential: “to bring people together across communities creating solidarity, tolerance and understanding; to shatter stereotypes held about living in retirement; to renew body and mind – changing the body from being a source of oppression to a source of freedom.” In essence, he argues that social dance holds the promise for successful ageing. In a similar vein, research cited in Cohen (2006) tells us that dance was at the top of the list of leisure activities that contributed most to the delay in the onset of Alzheimer’s disease for those at risk of the disorder.

This section has demonstrated how participation in arts-related activities can help older people in a variety of ways, from social, physical, mental and emotional perspectives. It has also highlighted the importance of evaluating arts and older people programmes, so that a body of evidence can be established to measure the benefits participation in arts has on older people.

7. SWOT Analysis

7.1 This section summarises the current internal and external strengths, weaknesses, opportunities and threats to the successful implementation of this arts and older people engagement strategy. This is followed by an analysis of possible solutions to the identified threats/risks:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. ACNI has a history of supporting and funding a number of arts-related projects that are specifically directed at older people. 2. ACNI research provides detailed data on the range of issues older people face. 3. ACNI views this strategy as timely as it coincides with Government initiatives and developments in this area, i.e. Ageing in an Inclusive Society and the establishment of a Commissioner for Older People. 4. This strategy aims to reduce inequalities in the quality of life of older people. 	<ol style="list-style-type: none"> 1. As in other regions of the UK and Ireland there are currently no dedicated arts policy directed at older people. 2. Older people face a number of barriers that prevents participation in the arts. 3. Lack of sustained programme funding.
Opportunities	Threats
<ol style="list-style-type: none"> 1. At all stages older people will be encouraged to participate in the implementation of this strategy throughout its lifetime. 2. To create a strategy that meets the artistic and social needs of older people. 3. Increase partnership working with experienced artists and arts organisations in developing projects specifically for older people. 4. Develop new working relationships with regional, national and European age sector organisations. 5. Contribute to Government's objectives in relation to older people issues. 6. Contribute to DCAL's target of increasing attendance and participation in arts events by 2%. 7. Encourage and support uptake of European funding opportunities for life-long learning. 	<ol style="list-style-type: none"> 1. Strategy has not identified the creative and social needs of all older people. 2. Strategy sets unrealistic objectives and outcomes. 3. Strategy fails to engage hard-to-reach older people across Northern Ireland. 4. Government has not ring-fenced funds to implement their older people strategy; instead actions and recommendations will be mainstreamed and implemented across all Departments. 5. The impact of the recession on older people in respect of disposable income. 6. Strategy fails to achieve by-in from older people across Northern Ireland. 7. Strategy fails to achieve by-in from relevant age sector stakeholders to support such work e.g. Age Concern Help the Aged NI. 8. Objectives and actions not met. 9. Communication Strategy fails

Threats and Mitigation

Threats	Mitigation
1. Strategy has not identified the creative and social needs of all older people.	The strategic themes for this arts and older people strategy were established from our findings and work to date with older people and representative groups. To ensure that the strategy meets the needs of older people it will be monitored throughout its lifetime to ensure that the ‘voice’ of the older person influences the creative and social relevance of this strategy and programme of work.
2. Strategy sets unrealistic objectives and outcomes.	<p>Measured and realistic objectives and short, medium and long-term outcomes were established based on current research and our experience of funding existing older people’s arts projects.</p> <p>Objectives and outcomes were also considered and how they would complement and contribute to wider older people agendas / wider policy issues. This includes contributions to Government policies such as OFMDFM’s Ageing in an Inclusive Society.</p>
3. Strategy fails to engage hard-to-reach older people across Northern Ireland.	ACNI will target and engage older people located in identified areas of need e.g. Neighbourhood Renewal Areas (see Appendix 8 - highlights the top ten Neighbourhood Areas with the highest older people population), Areas at Risk and those located in rural and urban communities. Partnerships will be established and built with age sector organisations that have access to communities in these areas, i.e. the Rural Community Network, Age Sector Platform and the WEA.
4. Government has not ring-fenced funds to implement their older people strategy; instead actions and recommendations will be mainstreamed and implemented across all Departments.	ACNI will ring-fence available internal resources, however, given the current pressures on the public purse we may have to seek external funding to implement the strategy, e.g. Atlantic Philanthropies and Grundtvig European funding.

5. The Impact of the recession on older people in respect of disposable income.	ACNI will feature on their website arts events that are free and low cost.
6. Fails to achieve buy-in from older people to participate in programme.	Older people will be involved in an on-going consultation process throughout the lifetime of this strategy. The feedback from this consultation process will help inform ACNI on their progress on activity to date.
7. Fails to achieve buy-in from relevant age sector stakeholders to support such work e.g. Age Concern Help the Aged NI.	Key representatives from age sector organisations will be consulted throughout the lifetime of this strategy. Feedback from this group will help inform ACNI on their progress on activity to date and strategic direction.
8. Objectives and actions are not met	A monitoring framework will be put in place to ensure that annual objectives and targets are met. Changing external factors will be considered and the strategy will be adjusted accordingly, if deemed necessary.
9. Communications Strategy fails	<p>The communications strategy will showcase the projects, build the profile, highlight the social justice issues, and convey key messages as well as to support advocacy ambitions of older people throughout the lifetime of the strategy.</p> <p>ACNI's dedicated Communications Team will lead this task.</p>

8. Engagement Strategy

8.1 Principal Aim

The principal aim of this engagement strategy is to create as many avenues for older people to access and participate in the arts in Northern Ireland and further afield. While this engagement strategy sets out a number of recommendations that will help consider a number of broad issues (e.g. transportation) and possible partnership working (age sector organisations), the central mechanism in increasing participation in the arts will be through a programmatic type approach. More specifically, a dedicated funding programme driven forward by our body of ASOP²⁰ organisations.

From our research and consultation within this field we recognise the importance of creating opportunities that meet the creative and social needs of older people today. For example, the following are possible artist-led interventions²¹ that could be incorporated into a dedicated funding programme for older people:

1. Writing programmes, e.g. social history and legacy of conflict in Northern Ireland;
2. Theatre projects: This could involve older people writing a script that addresses and highlights the needs of older people. Such work could also involve older people acting out the script through theatre and radio mediums;
3. Dance classes, e.g. reminiscing of the social dancing;
4. Life-long learning opportunities – access courses for older people and the development of new work-related skills.

8.2 Strategic Themes, Objectives and Performance Indicators

This section addresses how ACNI propose to meet the creative and social needs of older people through a set of strategic themes, objectives and performance indicators. The strategic themes of this arts and older people strategy centre upon social justice issues that affect older people on a daily basis and often impede access and participation in the arts.

²⁰ Annual Support for Organisations Programme

²¹ Art and cultural activities will involve a variety of artforms such as pottery, dance, music, poetry, drama, material culture and oral Histories.

8.2.1 Strategic Themes

Isolation and Loneliness;

Working with older people to combat feelings of isolation and loneliness.

Social Inclusion;

Working to create a more peaceful, fair and inclusive community that does not discriminate against age and ethnicity.

Poverty;

Working to improve the quality of life of older people living in disadvantaged, marginalized and deprived areas of Northern Ireland.

Health Issues/Mental Health Issues;

Working to promote and provide opportunities for active ageing through participation in arts activities.

Strengthening the Voice of Older People;

Working to strengthen and develop the voice of older people particularly on issues that directly affect this section of society on a day-to-day basis.

Develop life-long learning opportunities;

Working to support and develop arts-related life-long learning opportunities for older people.

8.2.2 This section sets out the key objectives and outcomes against each of the strategic themes.

Themes	Objectives	Outcome Statement
Isolation and Loneliness	Provide opportunities for social interaction through arts-led interventions and projects.	Increase social interaction amongst older people as well as on an intergenerational basis.
Social Inclusion	Combating social exclusion of older people through arts interventions that promote inclusion, free movement and sharing.	Identifying and working with groups who feel particularly excluded e.g. hard-to-reach older people groups.
Poverty	Providing opportunities for older people living in disadvantaged/marginalised rural and urban areas to access and participate in arts activities.	Improve the lives of older people located in area of need. e.g. 36 Neighbourhood Renewal Areas and 26 Areas at Risk.
Health Issues/Mental Health Issues	Provide opportunities for older people to participate in arts-led activities which may help improve the physical, mental and social well-being of the participants.	Improve and promote the physical, mental and social well-being of older people in Northern Ireland through participation in arts-led activities, thus promoting active ageing.

Strengthening the Voice of Older People	Support and provide opportunities for older people to develop skills which will strengthen their 'voice' on issues that affect them – artistic, professional and personal development skills.	Increase awareness of issues that impact upon the day-to-day lives of older people, i.e. social, economic and health.
Developing life-long learning opportunities	Support and develop avenues for older people in accessing arts-related life-long learning opportunities.	Assist older people develop new arts-related skills as well as increasing opportunities for older people to volunteer their skills within the creative industries sector.

8.2.3 Performance Indicators

This section presents the performance indicators on an annual basis for this three year arts and older people strategy (2010-2013).

Year 1 (2010-2011)

Themes	Objectives	Action	Output	Outcome
Isolation and Loneliness	Provide opportunities for social interaction through arts-led interventions and projects.	Establish a three year Arts and Older People programme dedicated to funding work with older people.	1. Secure partnership funding (e.g. Atlantic Philanthropies' Ageing Programme) for the three year Arts and Older People Programme. 2. The Arts and Older People programme is launched.	Increase social interaction through participatory arts projects
Social Inclusion	Combating social exclusion of older people, through arts interventions that promote inclusion, free movement and sharing.	Establish a three year Arts and Older People programme dedicated to funding work with older people.	1. Secure partnership funding (e.g. Atlantic Philanthropies' Ageing Programme) for the three year Arts and Older People Programme. 2. The Arts and Older People programme is launched.	1. Develop positive relationships between people from different backgrounds. E.g. ethnic minorities and intergenerational work. 2. Improve access to services and participation in arts activities - increase mobility E.g. Premium Payments and core funding within the Arts and Older People

				Programme
Poverty	Providing opportunities for older people living in disadvantaged/ marginalised rural and urban areas to access and participate in arts activities.	Establish a three year Arts and Older People programme dedicated to funding work with older people.	1. Secure partnership funding (e.g. Atlantic Philanthropies' Ageing Programme) for the three year Arts and Older People Programme. 2. The Arts and Older People programme is launched.	Increase opportunity for participation in arts activities at no cost to the older person.
Health Issues/Mental Health Issues	Provide opportunities for older people to participate in arts-led activities which may help improve the physical, mental and social well-being of the participants.	Establish a three year Arts and Older People programme dedicated to funding work with older people.	1. Secure partnership funding (e.g. Atlantic Philanthropies' Ageing Programme) for the three year Arts and Older People Programme. 2. The Arts and Older People programme is launched.	Provide arts-led activities that help stimulate older people at a physical, mental and social level.

<p>Strengthening the Voice of Older People</p>	<p>Provide opportunities for older people to develop skills which will strengthen their voice on issues that affect them – artistic and personal development skills.</p>	<p>1.ACNI’s Older People Communications Strategy 2. Source partners that offer courses on developing advocacy and lobbying skills of older people.</p>	<p>1. Generate a high-level media launch of the three-year Arts and Older People Programme. 2. ACNI’s communications team to profile projects within the media. 3. WEA offer media training to older people – develop links with this organisation.</p>	<p>Increase skills amongst older people – including artistic, capacity building, community empowerment and advocacy skills.</p>
<p>Developing Life-long learning opportunities</p>	<p>Support and develop avenues for older people accessing arts-related life-long learning opportunities.</p>	<p>1. Assist and support older people and arts organisations in applying for European funding in accessing volunteering opportunities in a number of European countries. 2. Source opportunities for older people to learn new arts-related skills.</p>	<p>1. Develop the skills capacity of older people groups and arts organisations to avail of such funding by hosting a workshop/seminar that promotes what is available and the process involved in accessing such funding, e.g. Europe’s Grundtvig Senior Volunteering projects. 2. Develop volunteering</p>	<p>1. Capacity and confidence strengthened amongst older people and arts organisations applying for European funding that provide opportunities in volunteering. 2. Skills Bank (database) is created: arts organisations can access volunteers in a number of specialist areas. 3. Encourage arts organisations and older people groups to avail of arts provision from WEA for creative courses.</p>

			opportunities in Northern Ireland, create a Skills Bank. 3. Develop a working relationship with organisations such as WEA who facilitate creative courses designed specifically to meet the needs of older people.	
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Year 2 (2011-2012)

Themes	Objectives	Action	Output	Outcome
Isolation and Loneliness	Provide opportunities for social interaction through arts-led interventions and projects.	Establish a three year Arts and Older People programme dedicated to funding work with older people.	2 nd year of Arts and Older People Programme	1. Creative and social benefits. First, older people can artistically express their feelings of loneliness or perhaps focus on learning a new creative skill. 2. Arts projects will provide opportunities for new relationships to be established with people of a similar age as well as on an intergenerational basis.
Social Inclusion	Combating social exclusion of older people, through arts interventions that promote inclusion, free movement and sharing.	Establish a three year Arts and Older People programme dedicated to funding work with older people.	2 nd year of Arts and Older People Programme Promote and highlight free and low cost arts events (ACNI website), and funding available to cover transportation and assistance for older people.	Improve access to services and participation in arts activities - increase mobility E.g. Premium Payments and core funding within the Arts and Older People Programme
Poverty	Providing opportunities for older	Establish a three year Arts and Older People	2 nd year of Arts and Older People	Arts projects could highlight issues such as

	people living in disadvantaged/ marginalised rural and urban areas to access and participate in arts activities.	programme dedicated to funding work with older people.	Programme Target potential projects in Neighbourhood Renewal areas, Areas at Risk and rural communities.	crime, vandalism, anti-social behavior and fuel poverty.
Health Issues/Mental Health Issues	Provide opportunities for older people to participate in arts-led activities which may help improve the physical, mental and social well-being of the participants.	Establish a three year Arts and Older People programme dedicated to funding work with older people.	2 nd year of Arts and Older People Programme Promote and encourage project within care and residential homes for older people	Raise awareness of the health benefits to older people in participating in various forms of creative and artistic activity - healthy ageing.
Strengthening the Voice of Older People	Provide opportunities for older people to develop skills which will strengthen their voice on issues that affect them – artistic and personal development skills.	1. Establish a three year Arts and Older People programme dedicated to funding work with older people. 2. ACNI Communications Strategy	1. Organise a ‘Celebration of Age’ event to showcase the results from the first year of the strategy and dedicated programme. 2. Continue to profile work and key messages of older people projects.	Raise awareness of older people issues and develop positive attitudes to ageing within the wider society.

<p>Developing Life-long learning opportunities</p>	<p>Support and develop avenues for older people accessing arts-related life-long learning opportunities.</p>	<ol style="list-style-type: none"> 1. Assist and support older people and arts organisations in applying for European funding in accessing volunteering opportunities in a number of European countries. 2. Source opportunities for older people to learn new arts-related skills. 	<ol style="list-style-type: none"> 1. Continue to develop the skills capacity of older people groups and arts organisations to avail of such funding by hosting a workshop/seminar that promotes what is available and the process involved in accessing such funding, e.g. Europe’s Grundtvig Senior Volunteering projects. 2. Update information within the Skill Bank database. 3. Continue to develop a working relationship with organisations such as WEA who facilitate creative courses designed specifically to meet the needs of older people. 4. Host a number of focus groups sessions with older people to ensure consultation continues throughout the life of the strategy. 	<ol style="list-style-type: none"> 1. Capacity and confidence strengthened amongst older people and arts organisations applying for European funding that provide opportunities in volunteering. 2. Skills Bank (database) created: arts organisations can access volunteers in a number of specialist areas. 3. Encourage arts organisations and older people groups to avail of arts provision from WEA for creative courses. 4. Focus groups consultation provides another avenue for older people to ‘voice’ their opinions on the implementation and a number of actions within it.
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Year 3 (2012-2013)

Themes	Objectives	Action	Output	Outcome
Isolation and Loneliness	Provide opportunities for social interaction through arts-led interventions and projects.	Establish a three year Arts and Older People programme dedicated to funding work with older people.	Third year of Arts and Older people programme	Participation in arts-related projects may help lift people out of isolation and loneliness.
Social Inclusion	Combating social exclusion of older people, through arts interventions that promote inclusion, free movement and sharing.	Establish a three year Arts and Older People programme dedicated to funding work with older people.	Third year of Arts and Older people programme Continue to promote and highlight free and low cost arts events (ACNI website), and funding available to cover transportation and assistance for older people.	Contribute to the objectives of OFMDFM's Ageing in an Inclusive Society by decreasing feelings of exclusion amongst older people in society and increasing awareness of age discrimination.
Poverty	Providing opportunities for older people living in disadvantaged/ marginalised rural and urban areas to access and participate in arts activities.	Establish a three year Arts and Older People programme dedicated to funding work with older people.	Third year of Arts and Older people programme Continue to encourage projects within hard-to-reach communities.	This work complements and contributes to existing Neighbourhood Renewal plans, programmes and policies.

<p>Health Issues/Mental Health Issues</p>	<p>Provide opportunities for older people to participate in arts-led activities which may help improve the physical, mental and social well-being of the participants.</p>	<p>Establish a three year Arts and Older People programme dedicated to funding work with older people.</p>	<p>Third year of Arts and Older people programme</p> <p>Continue to support and fund projects within care and residential homes for older people.</p>	<p>Help to improve health, well-being and quality of life of the older person.</p>
<p>Strengthening the Voice of Older People</p>	<p>Provide opportunities for older people to develop skills which will strengthen their voice on issues that affect them – artistic and personal development skills.</p>	<p>1. Establish a three year Arts and Older People programme dedicated to funding work with older people. 2. ACNI Communications Strategy</p>	<p>1. Co-ordinate a second ‘Celebration of Age’ event to showcase work as a result of the actions within this strategy, e.g. the dedicated arts and older people programme. 2. Continue to profile work and key messages of older people projects. E.g. organise or showcase projects during Age Awareness Week.</p>	<p>May influence Government policy on older people issues.</p>

<p>Developing Life-long learning opportunities</p>	<p>Support and develop avenues for older people accessing arts-related life-long learning opportunities.</p>	<ol style="list-style-type: none"> 1. Assist and support older people and arts organisations in applying for European funding in accessing volunteering opportunities in a number of European countries. 2. Source opportunities for older people to learn new arts-related skills. 	<ol style="list-style-type: none"> 1. Continue to develop the skills capacity of older people groups and arts organisations to avail of such funding by hosting a workshop/seminar that promotes what is available and the process involved in accessing such funding, e.g. Europe’s Grundtvig Senior Volunteering projects. 2. Update information within the Skill Bank database. 3. Continue to develop a working relationship with organisations such as WEA who facilitate creative courses designed specifically to meet the needs of older people. 4. Host a number of focus groups sessions with older people to ensure consultation continues throughout the life of the strategy. 	<ol style="list-style-type: none"> 1. Capacity and confidence is strengthened amongst older people and arts organisations applying for European funding that provide opportunities in volunteering. 2. Skills Bank (database) is created: arts organisations can access volunteers in a number of specialist areas. 3. Encourage arts organisations and older people groups to avail of arts provision from WEA for creative courses. 4. Focus groups/consultation events providing another avenue for older people to ‘voice’ their views on the implementation and a number of actions within it. These sessions will help inform the future of this work with older people – develop a new arts and older people strategy.
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8.2.4 This section demonstrates how ACNI's proposed actions are cross-cutting as they help to contribute to the following Programme for Government PSA's.

ACNI proposed Actions	PSA	PSA Objective	PSA Actions	PSA Target	Department
Lifelong learning opportunities through WEA and European funding, Grundtvig	3: Increasing employment	Tackle the skills barriers to employment and employability	Implementation of the Further Education (FE) strategy for Northern Ireland, in particular ensuring that sufficient emphasis is placed on college activity that supports social inclusion and lifelong learning.	Increase the proportion of FE enrolments from the more deprived Northern Ireland regions, as defined by the Northern Ireland multiple deprivation measures, from 22% in 2005/06 to 24% in 2010/11.	DE DEL
Development of a arts and older people programme/volunteering opportunities and premium payments	9: Promoting Access to Culture, Arts and Leisure	1: Enable as many people as possible to improve their quality of life by experiencing, participating and accessing the excellence of our cultural assets.	Promote the Arts Council for Northern Ireland Corporate Plan 2007-10.	By 2011 to increase by 2 percentage points the proportion of the NI population who attend arts events. By 2011 to increase by two percentage points the proportion of the NI population who participate in arts events.	DCAL

Target work to older people located in neighbourhood renewal areas as well as areas at risk	12 : Housing, Urban Regeneration and Community development	2: Regenerate disadvantaged urban areas	Work across Government to close the gap in quality of life for those living in Neighbourhood Renewal areas and the rest of Northern Ireland.	By 2010 to have improved the physical environment and community facilities in Neighbourhood Renewal areas in line with agreed priorities	DSD DE DHSSPS DEL DETI OFMDFM
Promote and support for older people to engage in volunteering opportunities on a regional, national and European basis	12 : Housing, Urban Regeneration and Community development	5: Promote strong, integrated, sustainable communities where people want to live, work and socialise	- Develop a new strategy to promote active citizenship and sustain volunteering in Northern Ireland. - Provide a range of targeted programmes to build capacity in communities targeting need,	- By 2012, to have increased volunteering and active citizenship by 10% compared with the baseline measure in the Volunteering in Northern Ireland Report (2007).	DSD
Premium Payments and promoting public transport services on ACNI's website	13: Improving the Transport Infrastructure	3: Promote increase in usage of public transport	N/A	Achieve and maintain 77 million passenger journeys per annum across all bus and rail public transport by March 2011	DRD

9. Performance Monitoring and Evaluation

Performance Monitoring

ACNI will prepare quarterly reports to inform partners on the development of this strategy. This can be presented in formal reports and/or presented as updates on a dedicated page on ACNI's website. Formal annual reports and action plans will be developed in order to timetable and implement the recommendations presented in this strategy. Progress will be continually monitored with a formal stocktake occurring on an annual basis. This will help inform each annual Action Plan and determine if the strategy needs to be altered due to changing external circumstances, e.g. economic and political situation in Northern Ireland.

Evaluation

ACNI will evaluate all projects/programmes throughout the duration of this strategy. Such evaluations will contribute to the body of evidence that currently exists in measuring the benefits of participation in the arts for older people. Interim evaluation reports will be produced and disseminated amongst all partners and stakeholders to ensure that aims and objective are being fulfilled. Final evaluation reports will assess outcomes and lessons learned in all aspects of work.

10. Communications Strategy

It is essential that a communications strategy is in place from the outset, to ensure that the outcomes outlined in this arts and older people strategy receives high profile media attention in respect to arts-related activities and related older people issues. ACNI delivered a successful older people campaign entitled: *Jump into the Arts* (March and April 2009). A communications strategy will build upon a number of the deliverables of this previous campaign as it will centre on: showcasing the projects of older people, building the profile of older people issues, conveying the key messages of older people as well as supporting advocacy ambitions by strengthening and providing a voice for the older person. While it is important to have high profile events (such as the flagship event Celebration of Age), it is equally important to publicise work that occurs in the heart of local communities throughout the strategy.

Communication Aims

- To raise awareness of the artistic and social outcomes of this strategy and communicate the benefits to older people through their participation.
- To provide information on ACNI's association with the age sector and its role in maximising opportunities for older people to access and participate in the arts.
- ACNI is responsible for placing the arts at the heart of the regions cultural, social, economic life and providing all with a chance to express their own creativity and reach across community divisions. This strategy aims to cater and meet the needs of all older people in both rural and urban areas of Northern Ireland.

Communication Objectives

- To increase the level of awareness of older people accessing and participating in arts based activities across Northern Ireland.
- To work hand in hand with the voluntary, community, public and private sector to maximise the impact of the work detailed within this strategy.
- To support the activities within this strategy with targeted advertising, marketing and effective public and media relations, resulting in strong editorial and broadcast coverage.
- To enhance ACNI's profile of promoting and supporting arts and older people in Northern Ireland.
- To communicate how the arts can benefit older people on a variety of levels, e.g. artistically and socially.
- To platform the arts as a mechanism to see older people in a new light across Northern Ireland, e.g. enabling older people to express who they are through a variety of artforms.
- To establish and maintain public confidence of the Council.
- To integrate communications channels around key messages, website, arts community, Council, age sector organisations, staff, news and specialist media.

Key Stakeholders

- Age Concern Help the Aged NI
- Age Sector Platform
- Northern Ireland media
- Specialist Arts Media
- Government
- Local Government
- Key Political Representatives
- Public sector partners
- Local older people community groups involved in previous/similar projects
- Artists and arts organisations in Northern Ireland

Key messages

Broad Key Messages

- Our vision is to place arts at the heart of our social, economic and creative life in Northern Ireland.
- The Council's 5-year strategy for the Arts has four themes: to promote the value of the arts; to strengthen the arts; to grow audiences and to improve organisational performance.
- Four broad themes are recognised within the strategy, but one of our strongest to emerge is theme 3 (growing audiences and increasing participation) as ACNI commits to exploring and developing opportunities for older people to engage with the arts.

Key Older People Messages

- Arts activity has the power to raise self esteem, confidence and motivation and can have a positive effect on a person's well being. Participation within the arts can promote a transformation, inspiring a new lease of life, encouraging a more adventurous way of lifelong learning and active ageing.
- The Arts Council of Northern Ireland will highlight the wide range of free and low costs arts events taking place across Northern Ireland. This strategy sets out how ACNI will provide people with information and direction to participate in arts events on a long term basis, e.g. dedicated page on ACNI website.
- The Arts Council of Northern Ireland aims to challenge ageism and prejudice by encouraging the creativity and participation of older people within the arts.

Participating in arts events can overcome the issue of social exclusion and loneliness which can often be experienced by older people.

- With a Translink Senior SmartPass travelling to and from arts venues across Northern Ireland completely free of charge.

Communications Strategy/Execution

A Communications Strategy will be devised and rolled out for the duration of this strategy. In shaping a Communications strategy, it is necessary to consider which communications channels will be most effective. A high level approach will be complemented by a comprehensive programme of work aimed at a local level through a process of engagement with influencers's i.e. older people groups, age sector organisations, local artists, art organisations, media.

The Communications Strategy will consider the following:

a) Branding

For all key events, the ACNI logo and all other supporting age sector/arts organisations logos must be visible on programmes and related publicity material.

All promotional materials must fit with the overarching aims and objectives of this arts and older people strategy.

b) Public Relations

The key strands include:

- To harness the power of the local press to raise awareness of successes of activities set out in the strategy
- To maximise opportunities to raise awareness of arts and older people in the media

These communications objectives can be furthered by more favourable media coverage as the media is the route to reaching target audiences. A key element would be to host an awareness raising event which will also target key stakeholders and maximise all opportunities to communicate to key audiences. For example, an event could be hosted during Age Awareness Week (around the first week of October). ACNI should work with OFMDFM and DCAL to identify suitable opportunities to profile work in the press and broadcast media. This could include a press release and photo opportunities, accompanied by case studies of similar projects – if applicable.

c) Website

ACNI's website will play an important role as an information point. Content should remain updated in line with activities. A link to ACNI's website will be promoted to various age sector and arts organisations across Northern Ireland:

- Engage with Age website
- Age Concern Help the Aged NI website
- Community Care Magazine (Help the Aged) 2 month online publication
- NICVA E-news (1200 subscribers)
- NICVA News (Monthly magazine, deadlines are the first Tuesday of every month)
- Community NI
- VSB Newsletter and Radio Show- 'Afternoon Delight', broadcast on 103.2 FM on Monday afternoons from 2.30pm-3.30pm

d) Publications

ACNI produces a monthly E-newsletter. This may be an appropriate mechanism for promoting the outcomes of the arts and older people strategy to all stakeholders and should be referenced, where appropriate, in all other publications for example, OFMDFM and DCAL websites and publications.

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Appendix 1: Northern Ireland Older Population (NISRA, Mid-Year Population Estimates, 2008)

Total Population

	n	%
Total NI Population	1,775,000	100%
Total Older People	544,300	100%
% of older People in Total Population		30.66%

Male

	n	%
Total NI Male Population	870,900	49%
Total Older Males	251,800	46%
% of older Males in Male Population		29%

Female

	n	%
Total NI Female Population	904,100	51%
Total Older Females	292,500	54%
% of older Females in Female Population		32%

Total Population Breakdown

Age Group	n	%
50-54 years	107,700	20%
55-59 years	96,500	18%
60-64 years	91,300	17%
65-69 years	74,000	14%
70-74 years	61,600	11%
75-79 years	49,600	9%
80-84 years	35,700	7%
85+ years	28,000	5%

Male Breakdown

Age Group	n	%
50-54 years	53,600	21%
55-59 years	47,800	19%
60-64 years	44,300	18%
65-69 years	35,200	14%
70-74 years	28,300	11%
75-79 years	20,900	8%
80-84 years	13,300	5%
85+ years	8,400	3%

Female Breakdown

Age Group	n	%
50-54 years	54,100	18%
55-59 years	48,600	17%
60-64 years	47,000	16%
65-69 years	38,800	13%
70-74 years	33,300	11%
75-79 years	28,700	10%
80-84 years	22,400	8%
85+ years	19,600	7%

Total Older	544,400	100%
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Total Older	251,800	100%
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Total Older	292,500	100%
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People		
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Males		
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Females		
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Appendix 2: Ageing Policy in Wales

In 2002, the Welsh Assembly Government's Advisory Group on older people produced a report on the establishment of a Strategy for Older People in Wales. One of the recommendations was for Government to consider the appointment of an Older People's Commissioner. This came to fruition when the Welsh Assembly Government in 2003 made a manifesto commitment. However, a Commissioner was not in place until 2008 due to extensive Parliamentary and public consultation, development of legislation and a lengthy recruitment process.

The Strategy for Older People encompasses an Action Plan setting out 21 recommendations. Two of the recommendations included the establishment of a Cabinet Sub-Committee for Older People's Needs and the creation of an advisory National Partnership Forum for Older People to assist in the implementation of the strategy. Other measures included increasing engagement with older people within their communities. This requires local authorities and other statutory bodies working together as well as building appropriate engagement and participation into the planning system. In 2004, a report and set of recommendations on the role of a Commissioner was published.²² This report states that the overall aim of a Commissioner should be "to promote and safeguard the rights and dignity of older people in Wales and to challenge discrimination against older people."

The Welsh Government made £10 million available to support the strategy for the first three years. This increased to £13m over the subsequent two years to March 2008. Along with the establishment of Commissioner the Welsh Government committed a further £7million to implement the recommendations set out in the strategy for older people.

²² "A Commissioner for Older People in Wales: The Report and Recommendations of the Welsh Assembly Government's Advisory Group" – March 2004.

Appendix 3: Ageing Policy for Scotland

The Scottish Parliament in 2006 attempted to establish a Commissioner for Older People in Scotland. A Members' Bill was proposed to Parliament, however, this was unsuccessful. Currently, the Scottish Parliament does not intend to legislate for a Commissioner for Older People. However, a National Forum on Ageing was established following a recommendation set out in the long-term Government strategy, *All Our Futures: Planning for a Scotland with an Ageing Population*.²³ The work of the Forum includes acting as a champion for older people, setting up a Scottish Centre for intergenerational Practice, tackling ageism and promoting older people in positive ways.

The Scottish Executive allocated £27 million of funding to support the implementation of the strategy. Such funding helped to establish the National Forum on Ageing and a new Scottish Centre for Intergenerational Practice to improve links between young and old.

²³ Published in 2007 under the previous administration but endorsed by the new Scottish Government

Appendix 4: Ageing Policy for England

The key measures of the *Building a Society for all Ages* strategy include:

- The **Active at 60** package and **all-in-one cards** to provide people with greater opportunities to stay active and involved in their later life.
- Bringing forward a review of the **Default Retirement Age (DRA)** which is due to start in 2011 in direct response to a changing economic landscape. It also promotes flexible opportunities including **50+ self-employment**.
- **Digital inclusion projects** to give different generations the opportunity and ability to keep in touch, and a **Grandparent's Summit** in the autumn to explore what more can be done to assess the needs of changing family structures.
- An **interactive one-stop-shop for helping people plan ahead**, to help people in mid-life to make decisions on financial, health, careers and other issues.
- A **Good Place to Grow Old** programme with a National Agreement to promote ageing issues at a local level, and an **innovative service delivery fund** to test new approaches to delivering services for older people.
- The **new UK Advisory Forum on Ageing** for advising ministers on further steps the Government and partners need to take at national level to improve well-being and independence in later life (HM Government).

Appendix 5: Ageing Policy in Ireland

A Minister of State for Older People was established within the Department of Health and Children. One of the key objectives for the Minister is to foster links with other Government departments so that a National Strategy on Positive Ageing can be developed. This strategy sets the strategic framework for future policies, programmes and services for older people in Ireland, while also taking forward the commitment in the *Programme for Government 2007-2012* to recognise the position of older people in Irish society. The aim of the Strategy is to ensure that issues affecting older people are mainstreamed in policy-making at all levels and across all sectors. A further objective is to ensure coherence and integration in the planning and implementation of programmes for older people.

Appendix 6: AGE European Older People's Platform

AGE was established in January 2001 as a means to improve and strengthen cooperation between older people's organisations at EU level.²⁴ Membership of AGE is open to European, national and regional organisations, and to both organisations of older people and organisations for older people.

AGE's guiding principle is that a change of attitude is needed to achieve a society for all ages, seeking solidarity between generations in a way that recognises older people's contributions to society. Their work entails a range of policy and information activities to put older people's issues on the EU agenda and to support networking among older people's groups. AGE is committed to combating all forms of age discrimination in all areas of life and aims to monitor and influence the implementation of the various EU initiatives in this area.

²⁴ AGE is co-financed by its members and by the European Commission.

Appendix 7: Health

With life expectancy almost as high as in Wales and Scotland, this low proportion of life spent free from disability draws attention to the poor health outcomes in Northern Ireland (ERNI, 2009). So while the average male in the UK can expect to have 62.3 years of disability-free life, it is only 59.7 for a man in Northern Ireland. Wales (60.6 years) and Scotland (61.0) fare better. Women in Northern Ireland are also less likely to stay healthy, as they get older, with only 60.3 years of disability free life expectancy compared to a UK average of 63.9. This is two years less than the next worst region, Wales where a woman can expect 62.2 years of disability free life.

Appendix 8: Top ten Neighbourhood Renewal Areas with the highest percentage of older people population

Rank	Neighbourhood Renewal Area	Over 60 years of age (% of area population)
1	Ballyclare	27.8
2	Rathcoole	26.7
3	Greater Shankill	26.0
4	Coleraine Churchlands	24.8
5	Enniskillen	22.8
6	South West Belfast	22.8
7	Inner East Belfast	21.5
8	Inner North Belfast	21.3
9	Andersonstown	20.9
10	Upper Ardoyne/Ballysillan	20.2

Source: Northern Ireland Statistics and Research Agency