

Subject: Annual Public Health Report 2025 on Healthy Ageing

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1. Purpose

The purpose of this paper is to outline the process for developing the 2025 Annual Public Health Report including opportunities for colleagues to influence the recommendations.

2. Context

Demographic trends

Our 2025 Report is on ageing – specifically Healthy Ageing – which is a significant challenge for us within the dramatic demographic context of a substantially ageing population. The nature of the challenge was set out clearly in the Chief Medical Officers *Annual Report for England 2023: Health in an Ageing Society*, available here: [Report](#) The population is projected to be substantially higher in rural and coastal areas. There are also significant inequalities in relation to ageing, with people in lower socio-economic groups ageing faster, and living more years in ill-health. All these factors are relevant for Torbay.

The Torbay [Joint Strategic Needs Assessment](#) gives a picture of the latest local picture, and trends. A few key points:

- The population 65+ rose by 21% between 2011-2021
- This upward trend is projected to continue, with 34% of the population expected to be aged 65 and over by 2043
- The healthy life expectancy for someone currently 65 years old is 11 years – in line with England. This represents around *half* of our remaining lives spent in health (53% for women and 57% for men, women on average living longer).
- The level of pension credit claimants is higher than England
- The rate of those aged 65 and over permanently admitted to residential care homes rose significantly during 2021/22
- Rates of unpaid carers are higher than England across all age groups and their health and wellbeing is poorer than other groups in the population.

Age Friendly Torbay

Before the pandemic, Torbay (Older People's) Assembly worked with the Council and the Foundation Trust to gain [WHO Age-Friendly Community](#) status for Torbay. The intention is to ensure people in the community, as they age, have a voice in the development of policies which will affect them. Importantly, partners are keen that an 'age-friendly' approach is not exclusive to older age but is part of an 'all age friendly' approach, promoting life enhancing inter-generational living. Under this initiative the Council signed up to the *Age Friendly Charter* in 2021 (see annex 1 below).

Age Friendly Watcombe in 2022 was an example of joint work with local people on a specific practical project. Recent work on evaluating the health impacts of the [draft Devon and Torbay Local Transport Plan 4](#) is an example where we have sought to integrate the Age Friendly approach into planning.

There is scope – and interest in among VCSE partners – to choose one or two of the Age-Friendly domains (see flower petals below) where we would jointly like to have an impact. There may be opportunities for example in terms of town centre development and regeneration plans.



3. Developing the annual report

Why do we do it?

A public health annual report is a statutory function of the Director Public Health. It gives us an opportunity to shine a spotlight on an important issue for our local

population. It also gives us an opportunity to make recommendations where we want to see action, either for ourselves as a council, or for partners agencies. Recent reports include physical activity, the Covid pandemic, mental health, cardiovascular disease, and in 2024, women's health.

Who is it for?

The report is for anyone interested in the topic or with a relevant role. However the recommendations are usually directed at policy makers and implementers, commissioners and providers - ie Council teams and members, NHS partners and VCSE - and therefore these are the key audience. Wider groups, such as business and education, are a potential audience, depending on the topic.

An important challenge for us is to ensure the report is accessible as possible for any reader whatever their background. This will be a consideration in how we present the content, to include the detail without detracting from the key messages.

What is the timetable?

The development timetable for this year's report is below. There is a fairly extensive engagement of Council forums to allow maximum time for directorate teams and members to input into the report. There are parallel processes working with internal and external partners and groups.

Activity	Involving	Timeline
Scoping discussions with partners	DOM, Torbay Citizens Assembly, Adult Social Care, Healthwatch	Sept – Dec 2024
Presentation of the topic & opportunity to influence	SLT	21 Jan 2025
	CAD	5 Feb 2025
	Scrutiny	19 Feb 2025
Insight & engagement work	Healthwatch, Torbay Citizens Assembly, target engagement groups	Feb – June 2025
Create content & develop themes		Jan – Jun 2025
Progress report on content & recommendations	DOM	27 May 2025
	CAD	11 June 2025

Finalise content & recommendations	All partners	July - August 2025
Format report	Communications & web teams	July – Sept 2025
Publish report	Stakeholder event	Oct 2025
Implementation plan	DOM	28 Oct 2025
	CAD	5 Nov 2025
	Health & Wellbeing Board	4 Dec 2025

4. Outline of content & themes for the 2025 report

Scoping discussions so far have centred around the themes below.

Theme	Questions	Approach
Concepts of ageing & 'healthy ageing'	Considering the impact of biological versus chronological ageing Public perceptions of ageing	International literature review Local community engagement
The opportunity gap	What is the potential gain, in terms of years of life in better health?	Data analysis Showcase local healthy ageing work
A life course approach	How we can better support people, throughout the lifecourse, to think ahead? Modifying behaviours in earlier life to reduce disease and disability in later life. Strengthening planning for later life (anticipatory conversations and decision making).	Informed by findings from population insights / engagement exercise
Cultural shifts in attitudes to ageing	How do we frame aspects of ageing more positively, reduce	Insight & engagement work

	stigma and empower older adults in Torbay	Case studies Learning from elsewhere
Environmental ageing	How <i>Age Friendly communities</i> can shape our environment to promote healthy ageing eg housing, transport, spatial planning. Focus on connecting communities to reduce social isolation and improve wellbeing.	Working with Torbay Citizens Assembly & Council teams Identify 2/3 key areas of focus – eg transport (started with engagement on the Local Transport Plan) & housing or regeneration
Recommendations	Activities with maximum potential impact: <ul style="list-style-type: none"> • within our scope as a unitary Council • we want to see from our partners 	
Supporting information & resources	Demographic context Data on key health and wellbeing outcomes, domains of wellbeing (physical, mental, social, cognitive) and multimorbidity.	

5. Post publication implementation

There is an implementation process following publication of each annual report, and each report includes a summary of the activity taken to implement the recommendations from the previous year. Updates on activities have been shared with the Scrutiny Committee and with other partners, so there is a clear feedback loop in terms of delivery.

6. Request of Overview and Scrutiny Committee

Members are invited to:

- Note the plan and timetable for the report
- Identify any themes you would like to see reflected in the recommendations for the 2025 annual report.



Torbay Charter

We commit to working together with people and organisations to progressively develop Torbay as a thriving, inspiring and vibrant place to live and work.

Key Principles and Commitments:

People are the solution

- We treat people we serve as equal partners and stakeholders and we include them in our decision-making processes.
- We acknowledge that people from a diverse range of backgrounds have the knowledge, skills and life experiences that can help to improve our communities and services.

Working together

- We create ways to work together with the people we serve to ensure that they are involved in co-designing and co-producing our services. This includes consultations, planning, review and re-design.
- We welcome discussion, debate and challenges from the community and will use this feedback to inform decision-making.
- We commit to working together to find ways through conflict.
- We acknowledge the value of working collaboratively across sectors including voluntary, charity, business and statutory sectors.
- We promote collaborative commissioning practises that create opportunities and flexible approaches in our community.
- We are inclusive and positive in our approaches so that everyone has the opportunity to become involved in developing a strong, thriving, healthy community.

Communication

- We ensure communication is timely and keep people fully updated and involved in our development processes.
- We provide information, advice and guidance that is up-to-date and relevant, in appropriate language/s, accessible formats and without jargon.
- We ensure that people have options in the ways they can communicate with us and access our services.

Accountability

- We challenge discrimination through actively identifying and changing inappropriate work practices, strategies or services so that people are not excluded or discriminated against because of their age, gender or race.
- We demonstrate a commitment to promoting services and practices which will reduce the number of people in our community who are vulnerable and therefore at risk of not engaging with our service.
- We are open and honest when we our engage with people and commit to using our resources effectively and efficiently.
- We actively remove barriers in our work culture so individuals across sectors and departments are enabled to work more collaboratively.
- We demonstrate accountability to the people we serve in Torbay and promote the principles of the Charter to all organisations and people we work with.

The central objective and commitment of the Charter is to progressively work to improve our ways of working and engaging with the people of Torbay. We will work together with you to identify and promote practises that can improve access, fairness, collaboration, active involvement, personal empowerment and delivery of better services. Please add your organisational commitments here:

Department/organisation commitments:

We the Torbay Council commit to:

Trust to commit to:

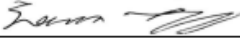
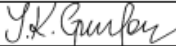
1. Communicating the Council commitment and intent to work within the principles of the Torbay Charter with relevant departments/groups across the Council in key areas affecting older people.
2. Involving representatives from the Torbay Assembly through consultation who will be invited to relevant groups and meetings in order to collaborate.
3. Developing our service delivery through engagement and by using co-design principles.
4. Challenging ageism at all levels and points in the patient's pathway.
5. Actively listening to our service users to inform decision-making and when changing delivery procedures.

Benefits to the Trust:

1. Torbay Assembly will guarantee to provide feedback to the Council/department/group.
2. There will be broader more active engagement on a continuing basis.
3. Our service users have a breadth of life experience that will enable them to contribute to co-design or production of plans for services and new initiatives.
4. Enhanced uptake of services, better understanding of campaigns, changes to services or programmes.
5. Torbay works within the Age Friendly UK Network and aspires to join the Global Network through the WHO.

What should the Council do?

1. Agree sign up as a Trust.
2. Identify relevant departments/groups.
3. Ask them to sign up to Torbay Charter with their specific departmental/service commitments.
4. Define how this will work in their group/department.
5. Link with the Torbay Assembly to organise representatives.
6. Guarantee to provide information in clear language without jargon in accessible formats.
7. Agree that these commitments can be shared with the public in Torbay.

Name: Cllr Steve Darling	Role: Leader of Torbay Council
Organisation: Torbay Council	
Date: 3 March 2021	Signature: 
Assembly representative	Name: John Gunson
Date: 15 March 2021	Signature: 



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When local people are in the lead, communities thrive

