

Transnational co-operation seminar  
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# **Integrated Regional Development**

## *Dealing with demographic change*

Richard Baker

# Personal introduction

- Previous employee of Age Concern England
  - UK and EU regional development
  - Productive ageing and employment
  - Urban and rural development
- Convenor of Regions for All Ages
  - Multi-stakeholder programme
  - Impact of demographic change on regions and regional development, policy approaches and support policy development
    - England – partners ACE, ERN, RDAs
    - Europe – partners – ACE, AGE, CoR, Commission
  - Range of events, research, conferences
- Co-authored an Age Proofing toolkit
  - ACE, AGE, Committee of the Regions
  - Launched alongside European Commission – Feb 2007
- Currently working for Northern Way
  - Trans-regional programme - Long term economic development of three Northern regions



# Presentation structure

- Personal introduction
- Demographic change
  - Trends – focus on ageing, interaction with migration and other trends
  - Policy impacts for regional development
- Impact on sub-national strategy development
  - Review of evidence report
  - 6 Case studies
- Conclusions and observations

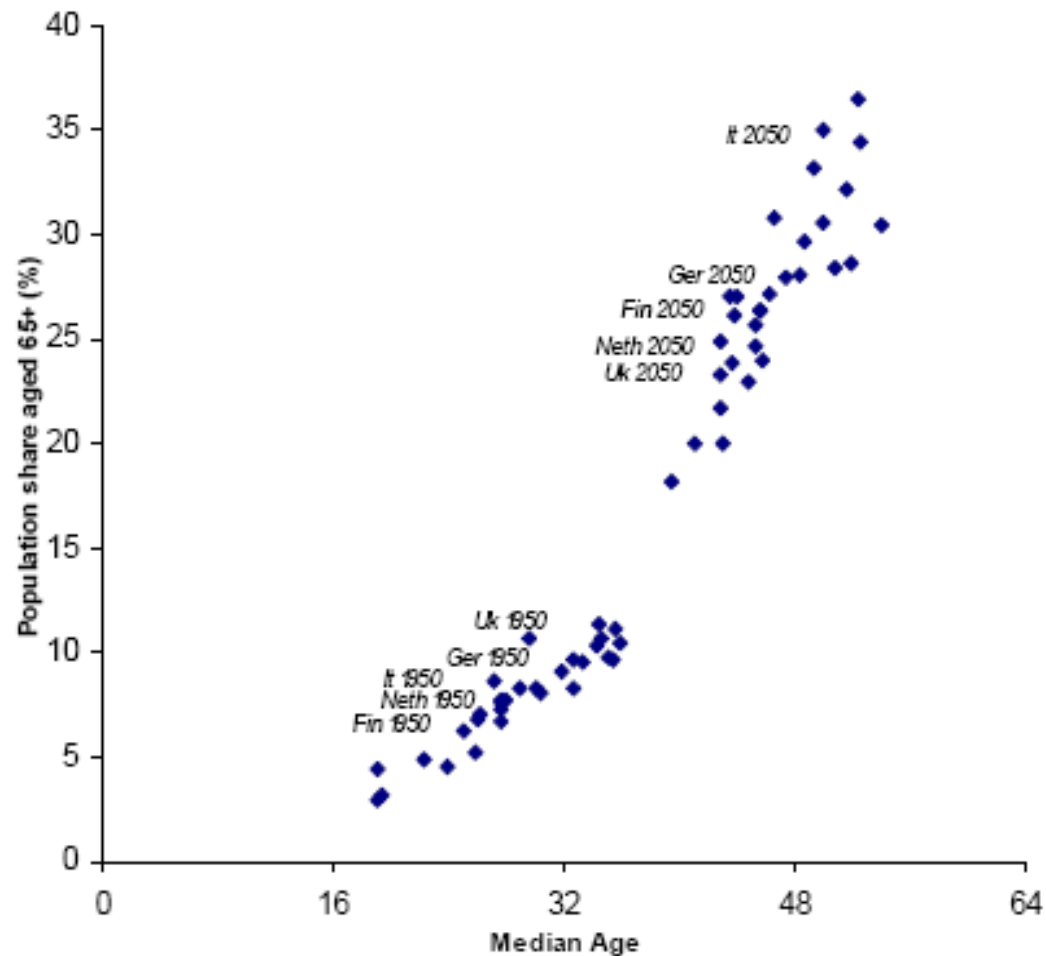
# Core proposition: Changing regional populations: a differentiated picture



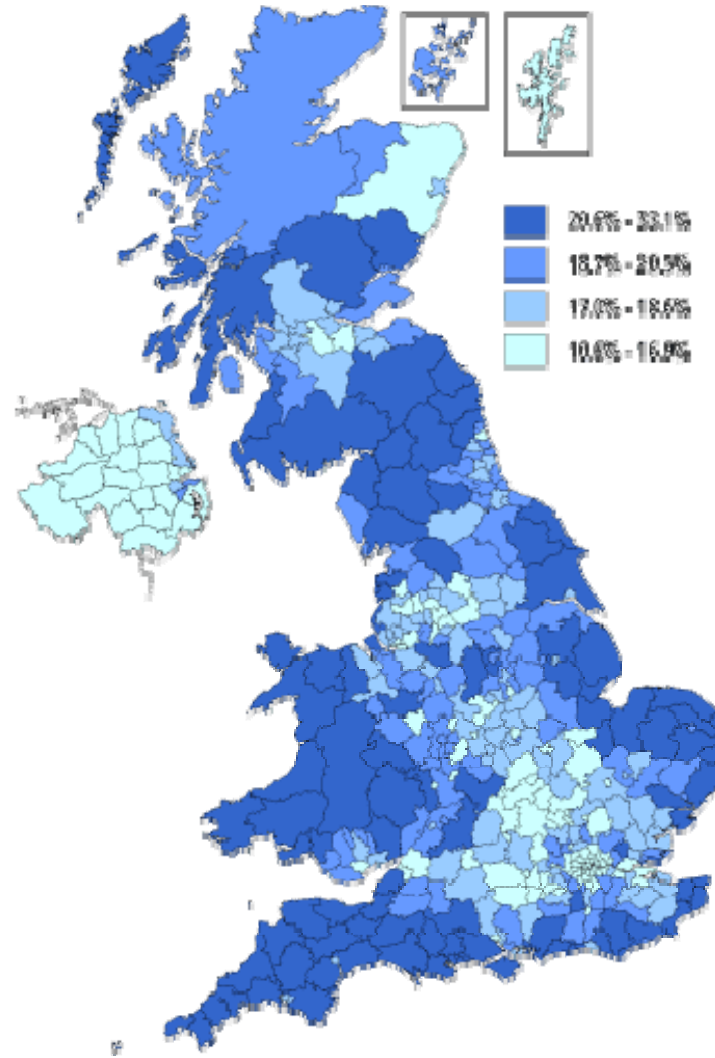
- General Trends
  - Enhanced longevity
  - Lower fertility
  - Changing expectations of older people
- Regionally specific issues
  - Relative prosperity and poverty
  - International migration and internal population movements
  - Demography of minorities
  - Urban/ rural imbalances
- Net effect
  - Scale – profound and accelerating ageing
  - Range of other demographic changes
  - Nature - differentiated

# Impact on selected EU states

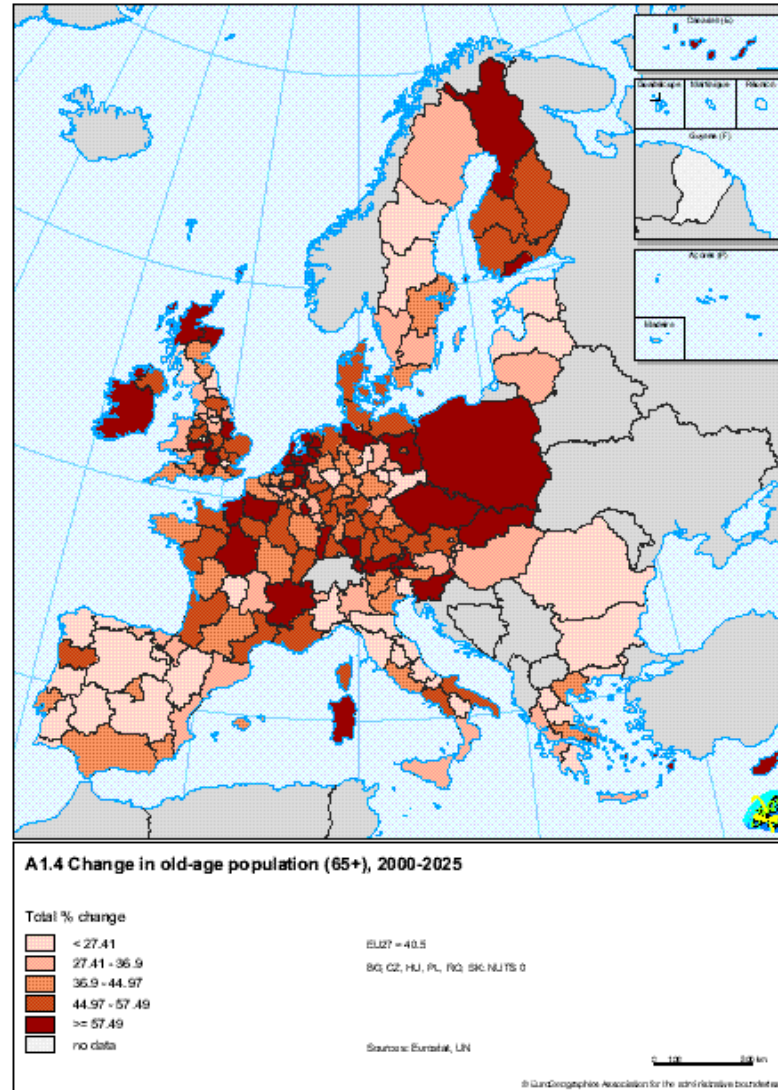
Figure 1: Demographic indicators in selected economies<sup>6</sup>



# Illustration: UK – population over pension age (2001)



# Europe: different rates of change 2000 - 2025



# Demographic change: Cross-cutting impact across policy domains



- Key impact areas
  - Labour markets
    - supply of workers and structure of labour force
    - skills and capacities
  - Consumption of goods and services
    - demand for key public services
    - opportunities for product and service innovation
  - Spatial planning and infrastructure development
    - differential demand for housing, transport, retail, leisure
  - Population mix in local communities
    - challenges in social cohesion and social inclusion
    - opportunities in social capital and intergenerational action
- Reflected in key policy frameworks
  - Lisbon strategy – employment and productivity
  - Cohesion policy – labour market and regional development
  - Range of open- co-ordination and policy initiatives
    - Health, skills, public finance, intergenerational
  - Green paper on demographic change and subsequent discussions



# Key Insight: Addressing demographic change: the importance of strategy



- Demographic change
  - shared, cross cutting challenge
  - impacts spatially differentiated
- Different policy contexts in different states
  - Responsibilities and powers of sub-national bodies
  - national narrative and policy context on age
- The importance of strategy design

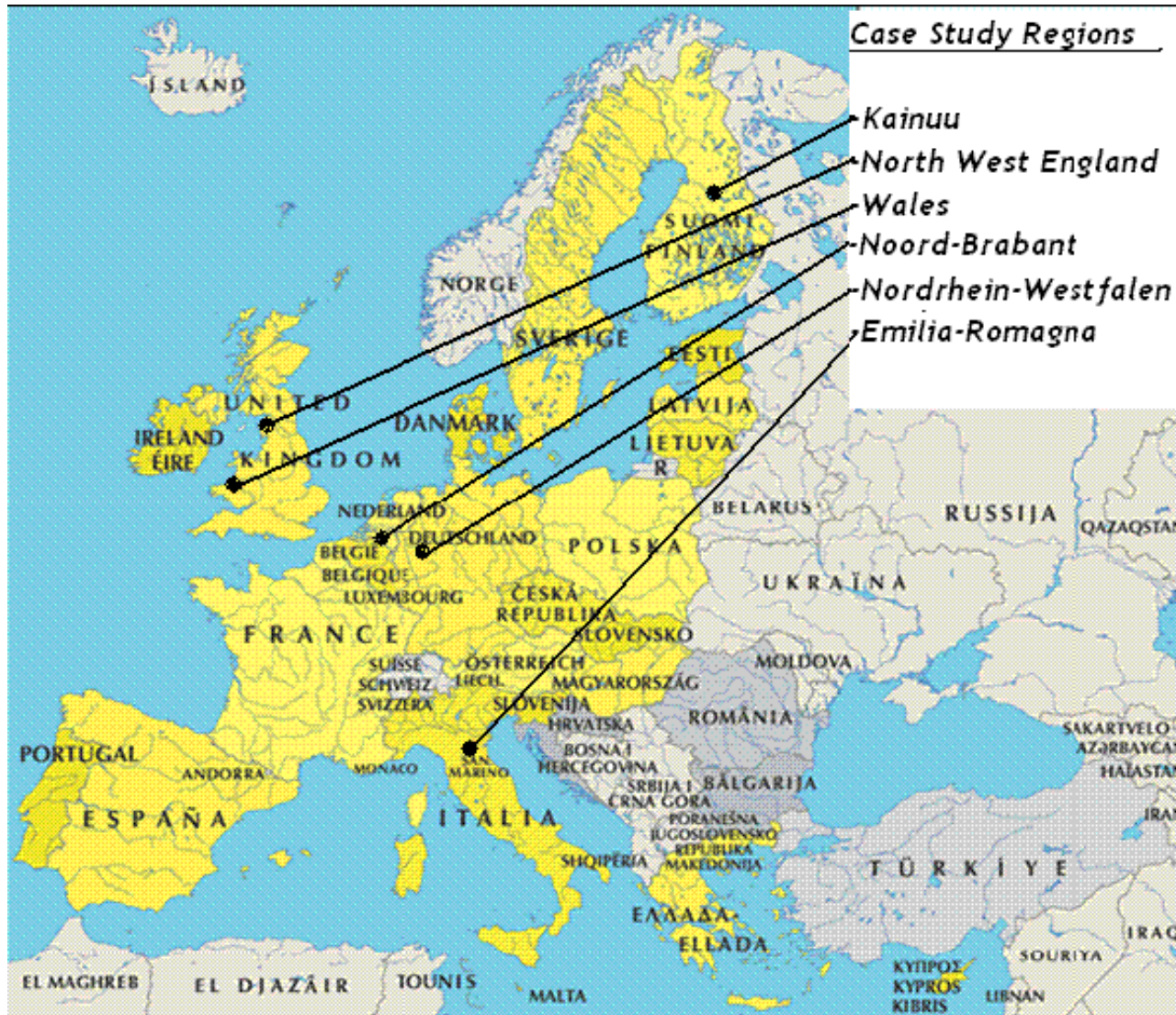
# Studying regional strategies on ageing



- EPRC study commissioned by Regions for All Ages
- Five sponsors
- Look at regions addressing ageing strategically
  - Different powers
  - Different demographics
  - Importance of national policy context
- Identify and promote learning
  - Strategy design and implementation
  - Promote lessons more broadly to support thinking



# Case study selection



# NW England/Wales



## 1. NW England - Context

- administrative regionalisation in mixed region – industrial legacy and rural territories
- population ageing but sub-regional variation across urban/rural and ethnic categories
- **Response: *50:50 Vision***
  - Coordinated strategy of promoting awareness aimed at stakeholders
  - mainstreaming of ageing issues into the regional and sub-regional development planning and delivery process.

## 2. Wales - Context

- Devolved Assembly with policy and delivery responsibilities
- population ageing with migration causing strong sub-regional variation. Economically lagging
- **Response: *Strategy for Older People in Wales***
  - Citizenship/valuing older people
  - Developing older peoples' capacity to continue to work
  - Integrated care for older people

# NRW/Kainuu



## **3. NRW Context**

- Federal system with strong regional powers
- Challenges of demographic change in large urban agglomeration

## **Response: *Programmes in NRW***

- Citizenship/valuing older people;
- Developing older peoples' capacity to continue to work
- Promotion of market opportunities to private businesses
- Integrated care for older people.

## **4. Kainuu Context**

- Regional self-government experiment in deep rural territory with significant outmigration of younger people
- Provision of welfare support and other services to prevent older people migrating from peripheral, rural areas to generate employment and maintain population capacity

## **Response: *Regional Programme 2003-2006 and Regional Plan 2020***

- Aggregating municipal resources to achieve 'critical mass' of service providers
- Coordination of services across the region, including the use of ICT

# Emilia Romagna/Noord Brabant



## **5. ER Context**

- Elected assembly with limited legislative powers.
- Region has one of the oldest population profiles in Italy, creating imbalance in population structure.

### **Response: *A Society for All Ages***

- Mainstreaming ageing issue throughout regional policy
- Focus on welfare provision and care

## **6. Noord Brabant Context**

- Elected assembly with legislative powers
- Young population structure but experiencing a process of fast demographic ageing.

### **Response: *Brabant between Dejuvenation and Demographic Ageing***

- Promoting awareness of demographic ageing among policy-makers and the wider public
- Economic and labour market focus
- Incorporating ageing policies into the municipal governments' agendas.

# Observations from the study:

## Policy approach



### Positive, multi-faceted and regional:

- Increasing focus on what older people can contribute.
- Strategic regional responses gradually emerging with new, 'holistic' approaches: economic, social and civic aspects.
- Focus varies according to different regional contexts and to different powers and interests.
- Interpretations of the 'ageing agenda' can vary - different definitions of the 'older person' and 'demographic ageing'.
- Need to recognise diversity within the population and evolve flexibility in approach.

# Observations from study: Policy design



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# Observations from the study:

## Policy delivery



- **Coordination**

Coordinating ageing strategies across administrative levels, policy domains and public/private/voluntary spheres is vital but challenging.

- **Mobilisation**

Delivery mechanisms must engage regional firms, interest groups, older people and regional community as a whole.

# Integrated regional development: Some issues of relevance to regional and transnational project development .....



- **Policy agenda**

How should the demographic agenda be understood and defined at regional level?

- Societal ageing and/or about older people?
- Older person as worker/carer,/consumer – changing segment?
- Wider social and demographic changes affecting all age groups?

- **Policy design**

How should demographic change be incorporated into regional policy agendas?

- Short-term focus – eg promote migration to address ageing?
- Long-term perspective – eg re-work the overarching policy framework?
- Mainstreaming into regional policy and/or specific, population group-related measures?

- **Policy delivery**

What are the pre-conditions for delivering successful regional ageing strategies?

- Regional autonomy? Coordination with EU, national levels? involvement?
- Mobilising regional actors – public, private, NGO sectors
- People themselves – mobilise population groups – engagement, employment, social capital

# The Toolkit – supporting regional strategy development



- Origin – help regional agencies work with ageing
- Core assumptions
  - Ageing is a cross-cutting theme
  - Need to recognise policy intersections and interactions
  - Strategy needs to work across organisational responsibilities
- Three sections
  - Review
    - General narrative about ageing
    - Policy frameworks
  - Issues for regional policy makers and a checklist of questions
    - General trends
    - Regional economies
    - Planning and infrastructure
    - Economic development, services and consumption
    - Citizenship and participation
  - Discussions of strategic choices depending on powers
- Two versions
  - England version – sponsored by ACE, ERN, RDAs
  - EU version – sponsored by CoR and ACE, in co-operation with AGE
  - Hard copy and pdf - 17 languages

# More information



[www.ageconcern.org.uk/regionsforallages](http://www.ageconcern.org.uk/regionsforallages)

Research reports

Conference reports

Toolkits

Other papers from programme