

Age-friendly Communities

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Centre for Ageing Better

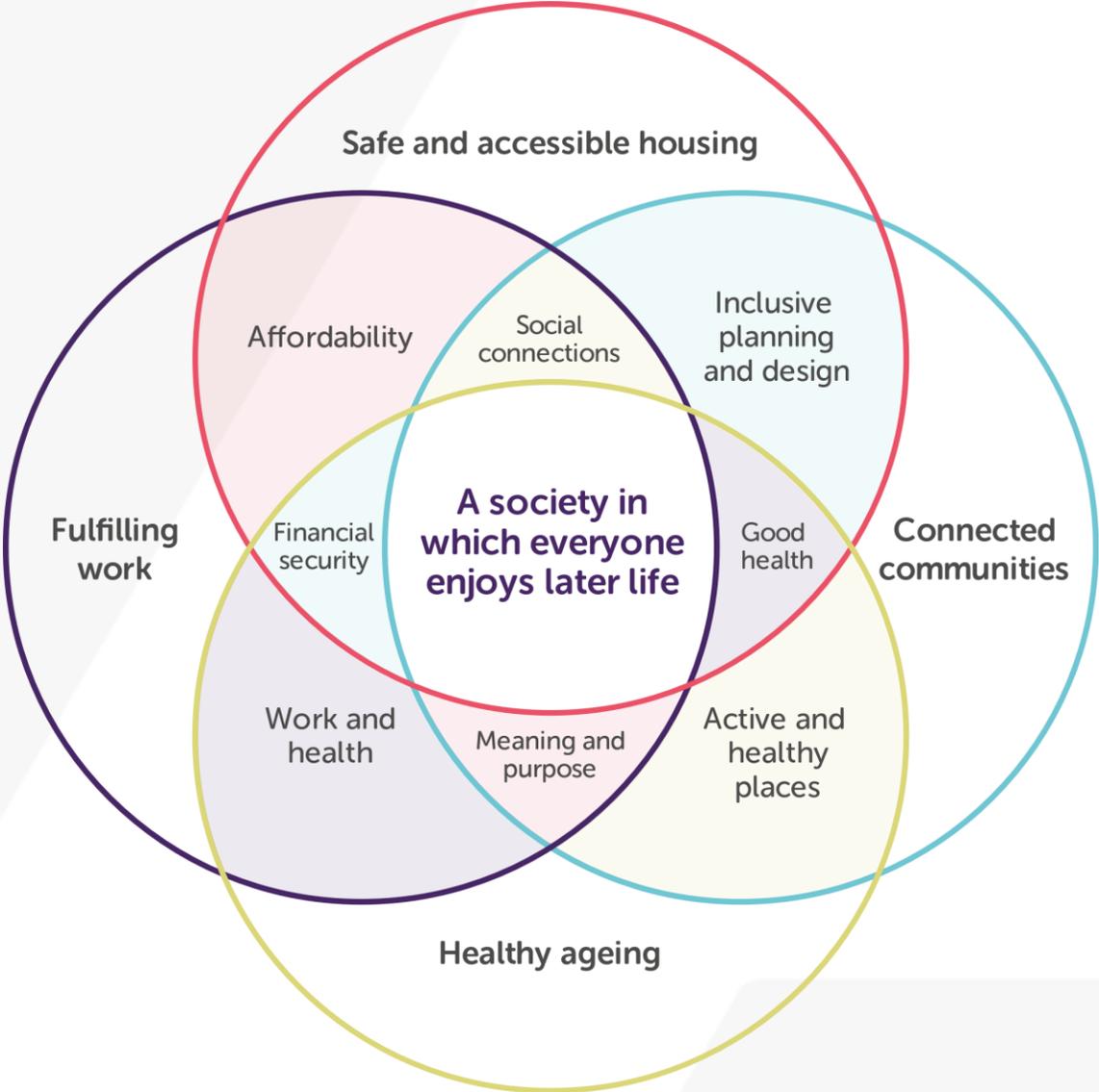
Our vision is a society where everybody enjoys a good later life

By 2040, we want more people in later life to be in **good health, financially secure**, to have **social connections** and feel their lives are **meaningful and purposeful**

To achieve real and **significant impact**, we will focus on where we can make the biggest difference – **those approaching later life**, a life stage between mid-life and later life



The interconnected priorities



Influencing nationally and delivering locally

*“Through our partnerships in Greater Manchester and Leeds, we are demonstrating **the benefits of a joined-up approach** to the opportunities of longer lives . We will continue to work in places to test **innovative, interconnected approaches** and do more to promote widespread uptake of these across the country **by growing the UK Network of Age-friendly Communities**”*

Transforming later lives, 2018





The State of Ageing in 2019

Adding life to our years

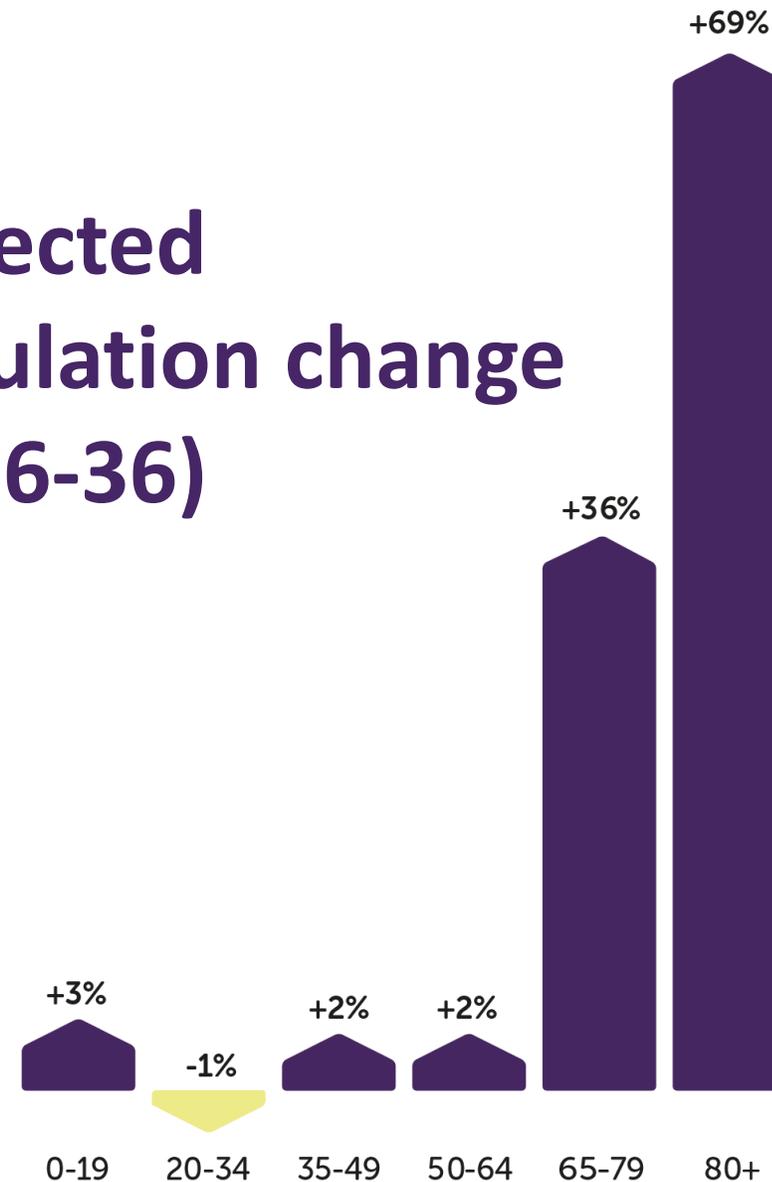


More people are living longer, though the rates of increase in life expectancy have slowed down

Over the next 20 years, as the baby boomers reach later life, the population 65+ and 80+ will increase dramatically

But the period lived in good health and free of disability is not increasing as quickly

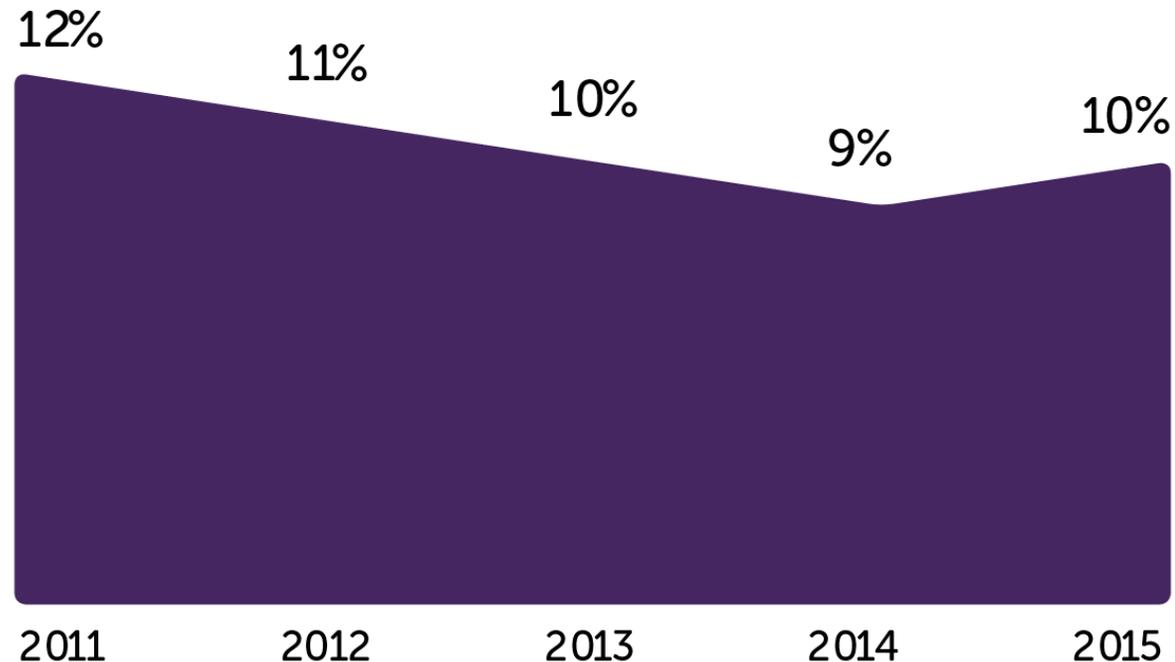
Projected population change (2016-36)



Source: Office of National Statistics, (2017), Principal projection - UK population in age groups, mid-2017 based.

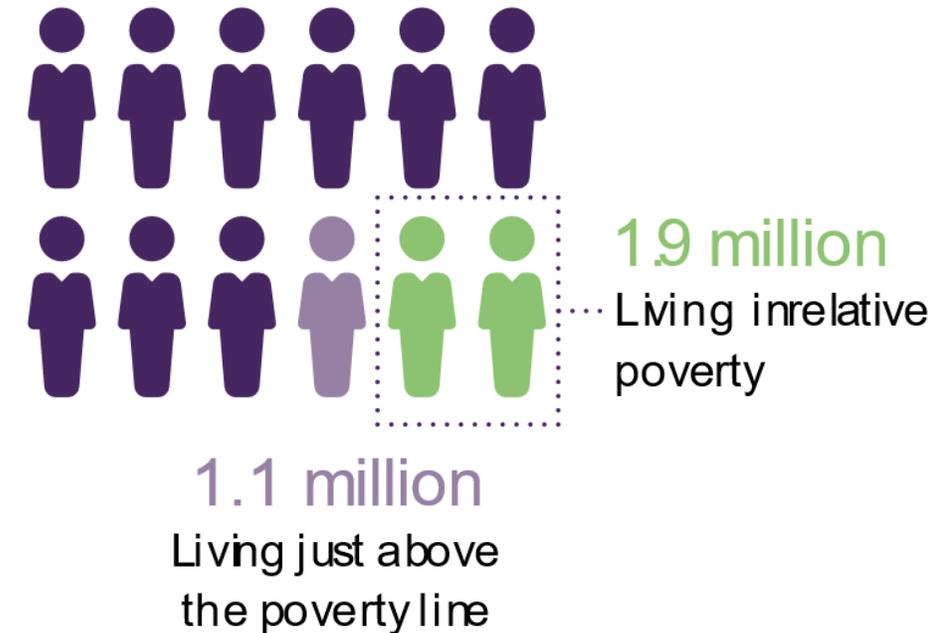
Despite a decline in pensioner poverty there remains a significant minority of people 65+ living in poverty

Older people in persistent poverty (2011-15)



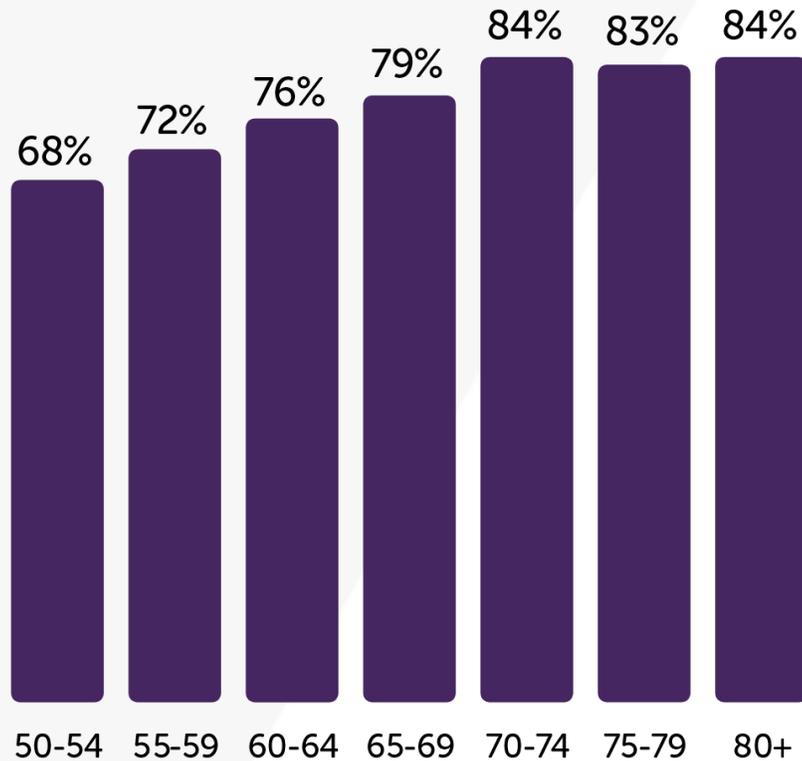
Source: Office of National Statistics, (2017), Persistent Poverty in the UK and EU, Table 9. UK persistent poverty rates by age, 2008-2015, percentage individuals.

People aged 65 and over



Source: Department for Work and Pensions, (2018), Households below average income time series, 1994-95 to 2016/17

People who feel they belong to their neighbourhood



Source: Centre for Ageing Better Analysis, (2018), Understanding Society: The UK Household Longitudinal Study, Wave 6, 2014-16.

Age-friendly Communities



What is Age-friendly?

- Age friendly places
- Age friendly banking
- Age friendly employers
- Age friendly universities
- Age friendly museums



Age-Friendly Communities – a holistic approach to ageing better



- Concept developed by World Health Organisation (WHO), 2006
- Age-friendly communities are **places that foster healthy and active ageing**
- Age-friendly communities enable people to **stay in places of their choosing** as they age and to **continue to play an active role in their communities** for as long as possible
- Age-friendly communities **minimise barriers** to participation as abilities decline





An Age-friendly Perspective..

- Is about adopting a particular ‘lens’ through which to view policies and services in a place.
- Focusing attention on the issues of particular relevance to older people and all of us as we age



It's a journey not a destination...

- Being an age-friendly community is not about achieving a standard
- It is about taking the decision to make improvements at whatever pace you can





Age-friendly Communities

- **Multisector** approach and with diverse stakeholders
- **Co-design and co-creation** - meaningful involvement of older people at all stages
- A **bottom-up** participatory approach should be **combined with top-down** political commitment and resources
- A **life-course** approach that supports **inter-generational relations and solidarity**

UK Network of Age-friendly Communities



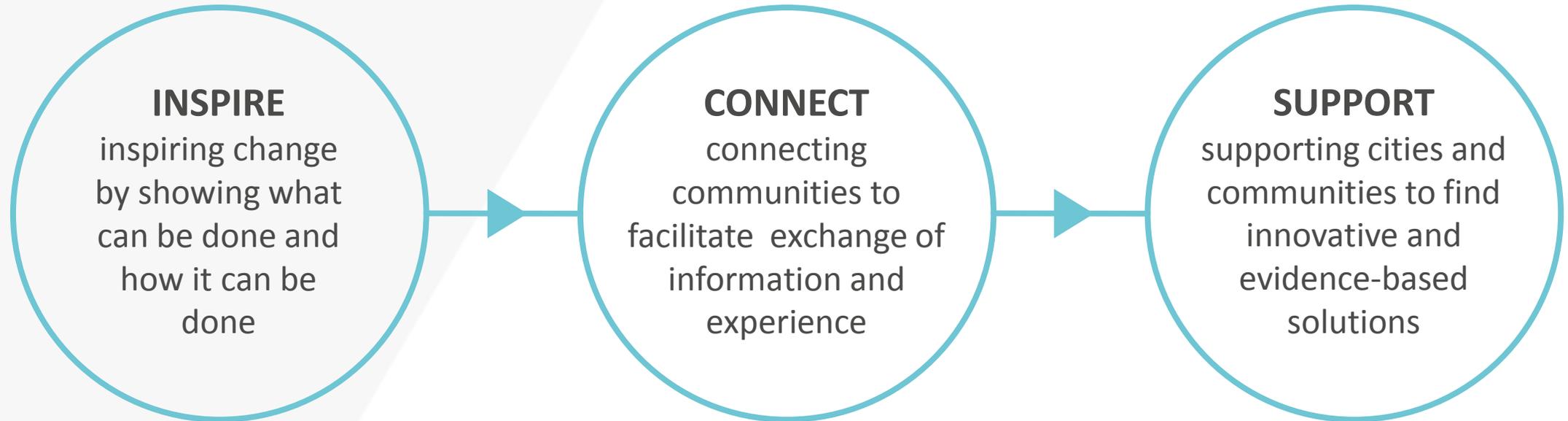
UK Network of Age-friendly Communities – 34

- Ards and North Down
- Banbury
- Barnsley
- Belfast
- Brighton and Hove
- Bristol
- Coventry
- Derry City and Strabane
- Greater Manchester
- Glasgow
- Isle of Wight
- Leeds
- Lisburn Castlereagh
- Liverpool
- London
- London Borough of Lewisham
- London Borough of Southwark
- Manchester
- Melksham
- Middlesbrough
- Newry, Mourne and Down
- Newcastle upon Tyne
- North Yorkshire
- Nottingham
- Salford
- Sefton
- Sheffield
- Stockport
- Stoke-on-Trent
- Sunderland
- Torbay
- Trafford
- West Cheshire
- York



Associate members: Scottish Older People's Assembly and Ageing Well in Wales

Network functions



Age-friendly Communities in Practice

Leeds – WHO Global member 2013

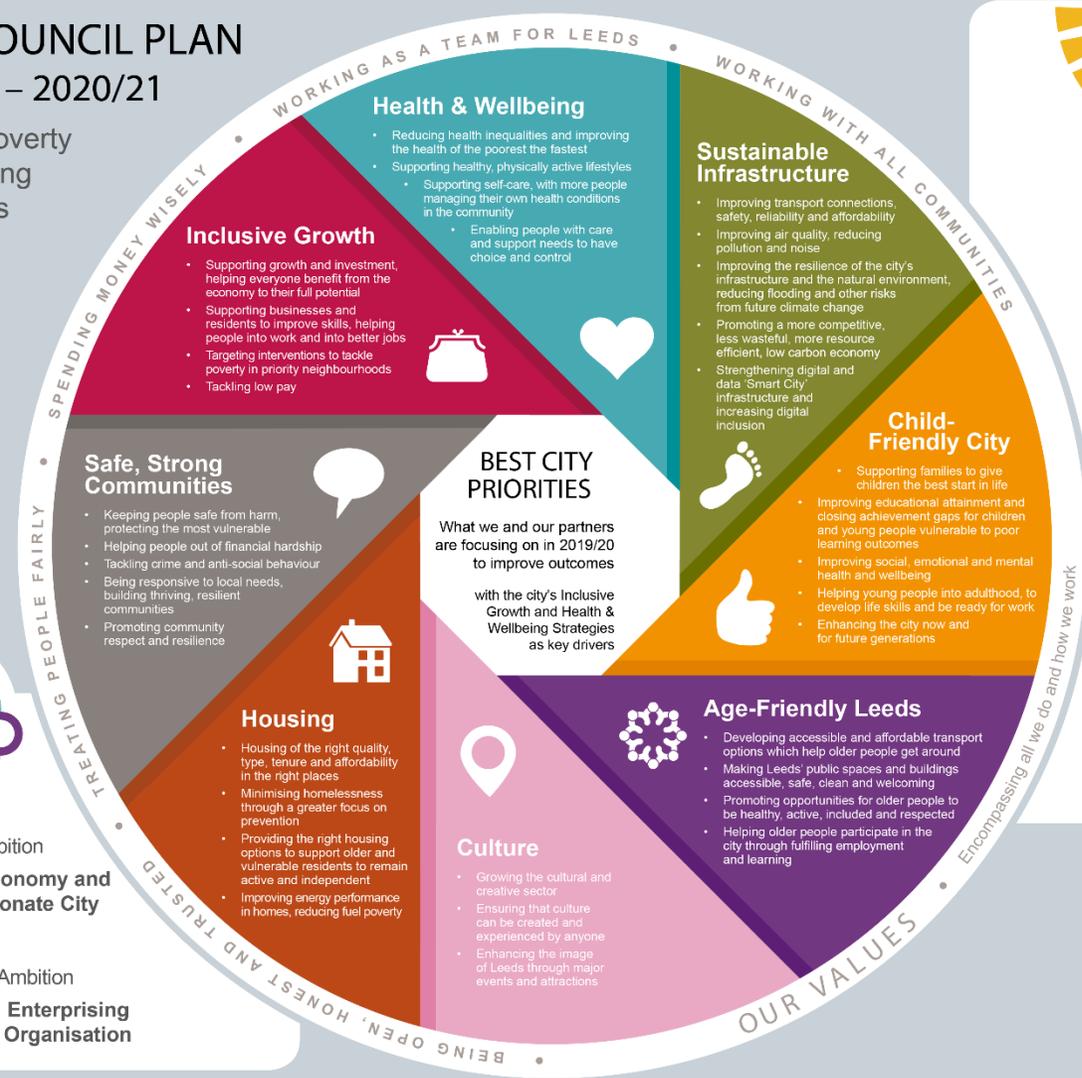


BEST COUNCIL PLAN 2019/20 – 2020/21

Tackling poverty
and reducing
inequalities

 Leeds
Best City Ambition
**A Strong Economy and
a Compassionate City**

Leeds
Best Council Ambition
**An Efficient, Enterprising
and Healthy Organisation**



OUTCOMES

We want everyone in Leeds to...

- Be safe and feel safe
- Enjoy happy, healthy, active lives
- Live in good quality, affordable homes in clean and well cared for places
- Do well at all levels of learning and have the skills they need for life
- Enjoy greater access to green spaces, leisure and the arts
- Earn enough to support themselves and their families
- Move around a well-planned city easily
- Live with dignity and stay independent for as long as possible



“To my mind, it creates a sense of occasion. It takes you away from the mundane routine of doing your washing or being stuck indoors watching television.

Melvin Lamb,
Table host



Leeds

- **Initiative** – Shared Tables
- **Details** – the project invites older people living alone to enjoy a meal together at a local restaurant at weekends and in the evenings
- **Achievements** – the model can be easily adapted to fit local needs in different areas; provides opportunity for attendees to host an evening; is predominantly self-perpetuating, creating less need for volunteers or additional service costs

Manchester – WHO Global member 2013



What we know...

Communication about older people



Older people to get help to downsize and free up family homes

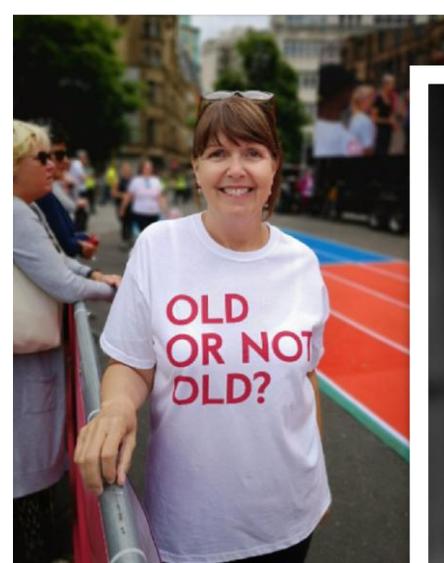
Housing rethink to incentivise building of sheltered accommodation to encourage older people to sell large houses

The Telegraph

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Elderly patients are refusing to leave hospital because of care costs, NHS bosses fear



People with more positive attitudes about ageing live on average 7.5 years longer than those with negative attitudes.

“ ”

I want “better information sharing”

“ ”

I want somewhere to live that is “**inclusive** and non-judgemental”

“ ”

I want “to live in a lively, diverse city that **understands and listens** to older people”

“ ”

I want “to see more **positive images** of older people in the media”

Our Principles of Age-Friendly Communication



Nottingham – WHO Global member 2013

Domain in practice – Outdoor spaces and buildings (Nottingham)

- **Project** – ‘Take a Seat’ campaign
- **Details** – Local businesses and organisations commit to providing and promoting a seat for people in later life with no obligation to purchase anything
- **Achievements** – Over 300 businesses signed up across the city.

We Are Age Friendly

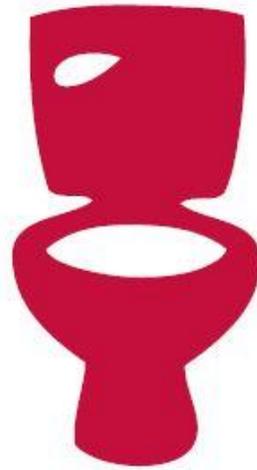




AGE FRIENDLY



SEAT



TOILET



DRINK

Supporting Ageing Well in Wirral

Isle of Wight – WHO Global member 2015



"The training was a humbling experience. I've learned to be a lot more compassionate... and to know to lower the step, to give them a little more time, to help them if they need assistance.

Hannah Cundall,
Bus Driver,
Southern Vectis

Isle of Wight

- **Initiative** – Age-friendly training
- **Details** – Age UK created free age-friendly training for service providers
- **Achievements** – Training has been included as part of continuing professional development (CPD) for Southern Vectis bus company and extended off the island, across the south coast mainland



First steps...

- **Start with older residents** to understand the current situation and identify priorities for action
- Engage **stakeholders across sectors** to build commitment
- Develop and publish a **shared action plan**
- Connect with others and draw on **external knowledge and resources** to support progress and learning



We want everyone to have a better later life.
If we work together we can achieve it.

ageing-better.org.uk

[@Ageing_Better](https://twitter.com/Ageing_Better)