

An introduction to Age-friendly Communities

Click on the '**CC**' button to view Closed Captions

#AgeFriendlyUK

ageing-better.org.uk

Outline of the webinar

- 10.30 Introductions and ageing context
- 10:40 History and key features of Age-friendly Communities approach
- 10:55 Introduction to the WHO Age-friendly Communities framework
- 11:15 Introduction to a current Age-friendly Community
- 11:20 How Ageing Better and the UK Network can support your place
- 11:30 Finish- optional meeting link for questions and follow up

Learning objectives: what we hope you will gain



Understanding what an Age-friendly Community is and why communities should take this approach



Understanding of the WHO Age-friendly Communities Frameworks



Knowledge of what an Age-friendly Community can achieve



Confidence in where to go next in getting support for your Age-friendly journey

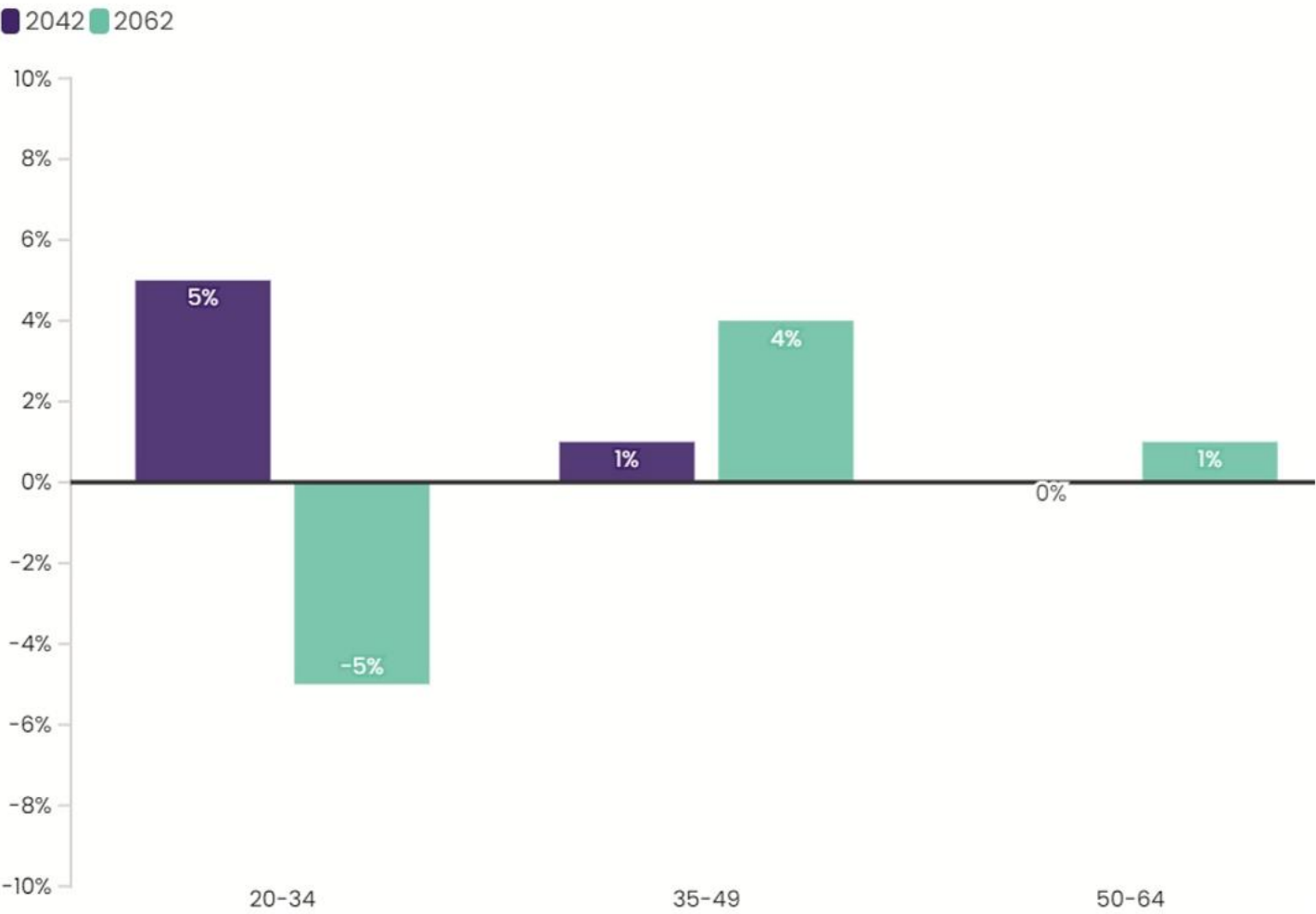
Where are you joining us from today?

How did you hear about the Age-friendly
Communities approach?

Ageing context

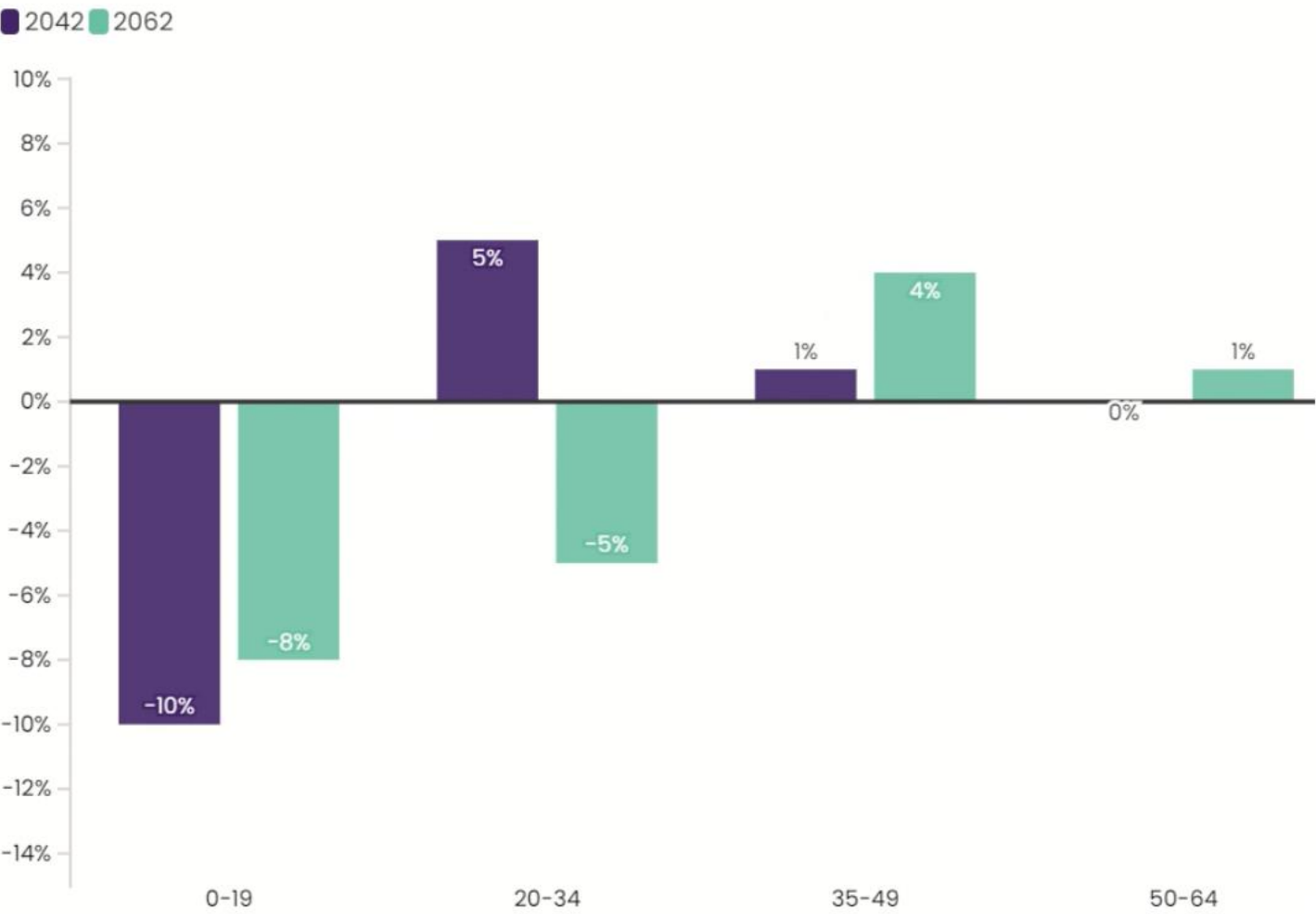
Our changing age structure

Percentage change in the population of England by age group



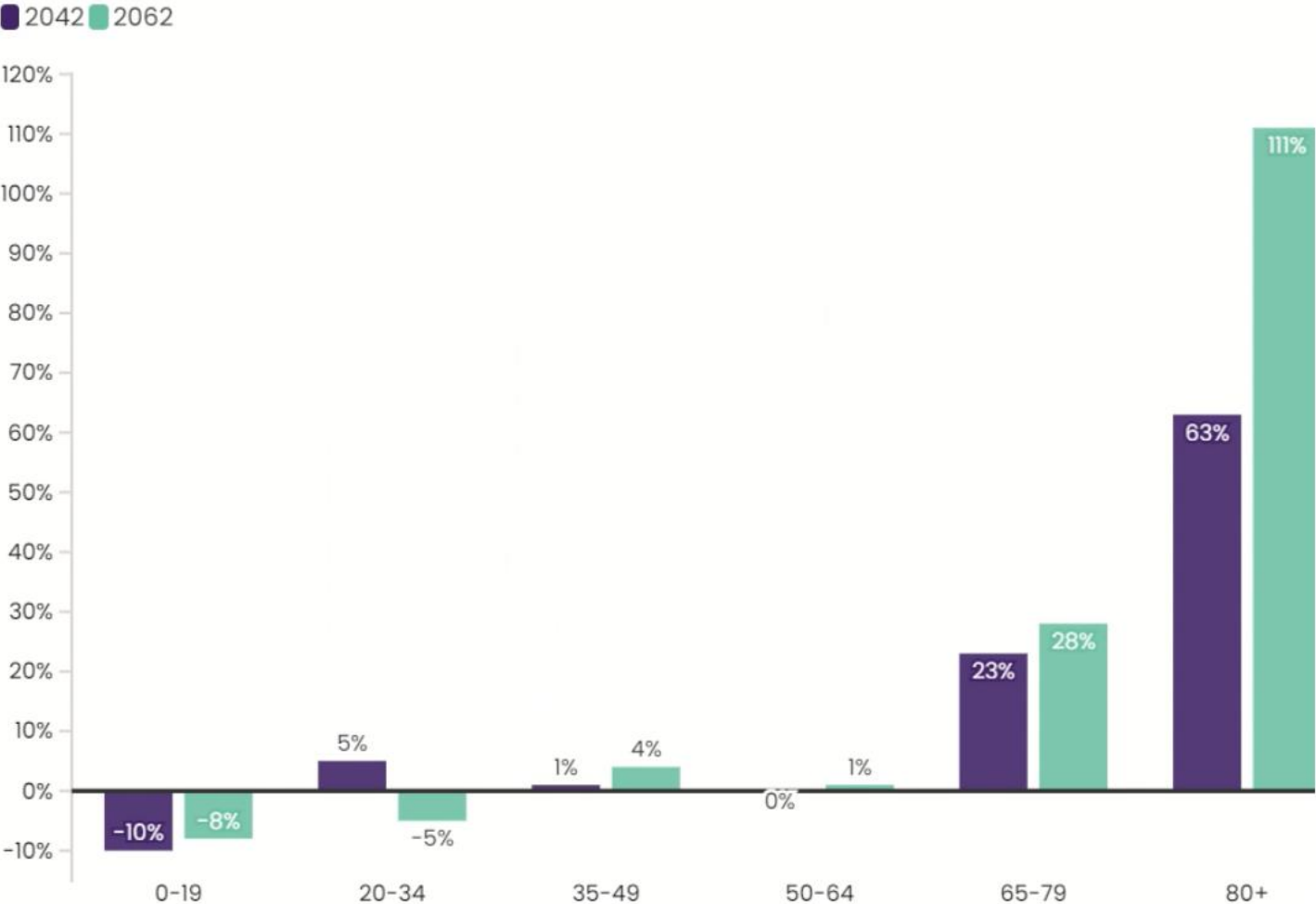
Our changing age structure

Percentage change in the population of England by age group



Our changing age structure

Percentage change in the population of England by age group



What are Age-friendly communities?

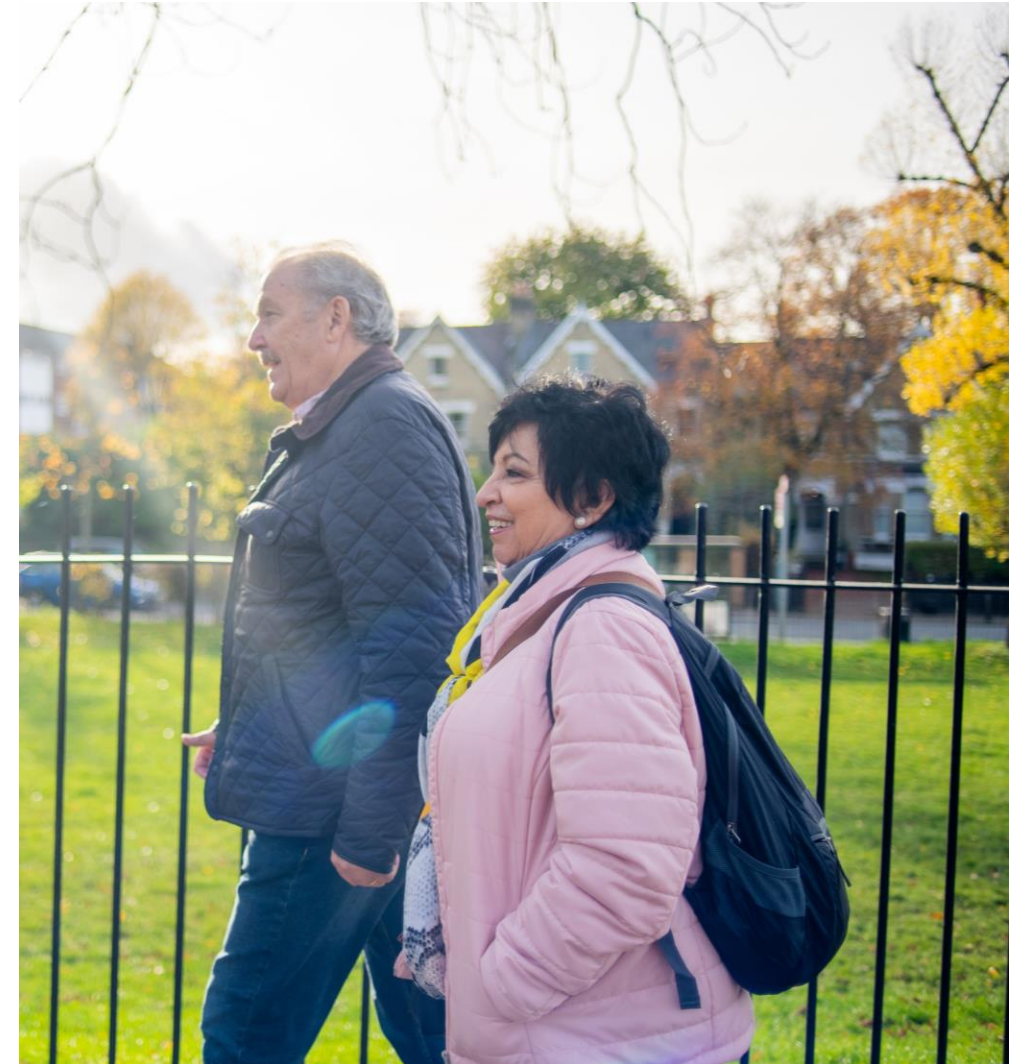


What is an Age-friendly Community?

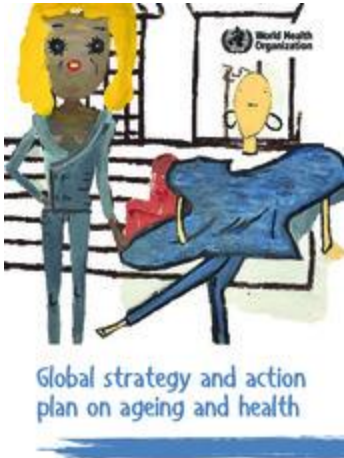
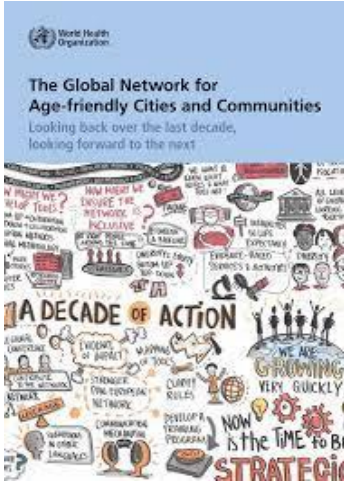
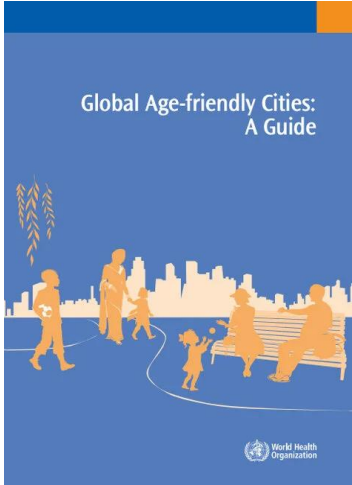
An Age-friendly Community is a place where people of all ages are able to **live healthy and active later lives.**

Where it is possible for people to continue to **stay living in their homes**, participate in the **activities** that they value, and **contribute to their communities**, for as long as possible.

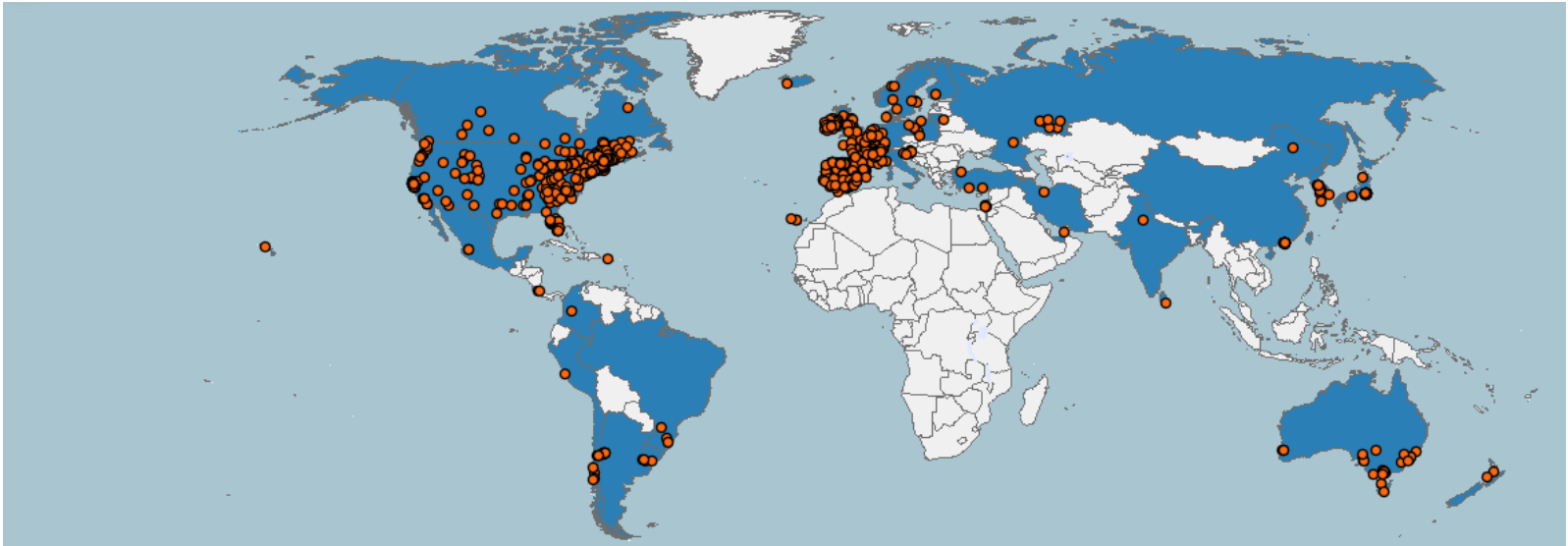
WHO's Age-friendly Communities framework acts as a guide for communities to achieve this goal.



WHO Age-friendly Communities Framework

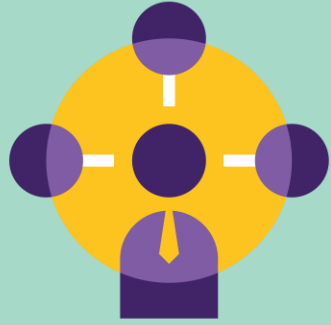


2021-2030
United Nations
Decade of Healthy Ageing



Key features of the Age-friendly Communities approach

Holistic approach to ageing



Multi-sector approach with
different stakeholders



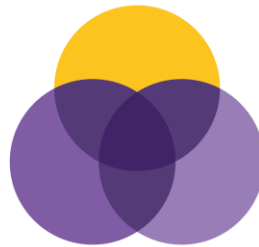
A **journey** not a destination



Co-designed with older
people



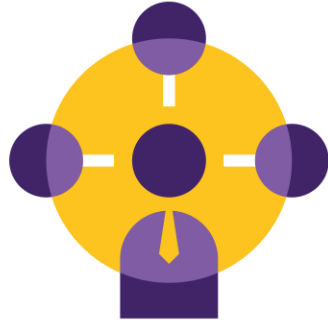
Lens through which to
view policies and services



Life-course approach
supporting intergenerational
relations



Holistic approach to ageing



Multi-sector approach with
different stakeholders



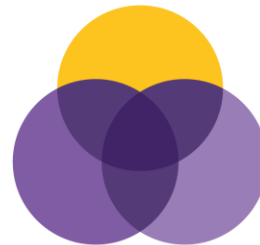
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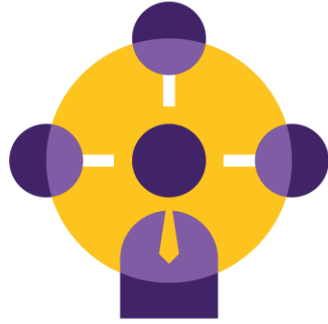
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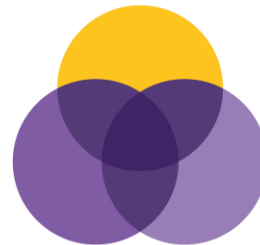
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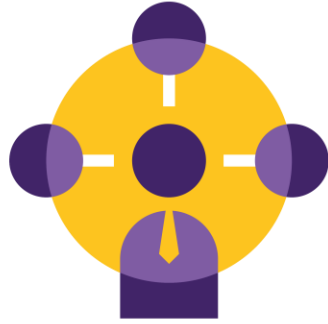
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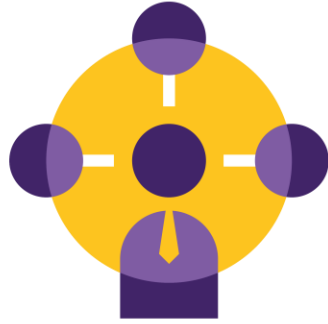
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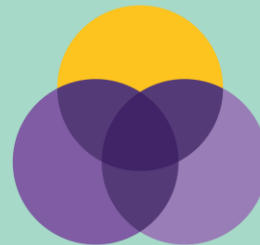
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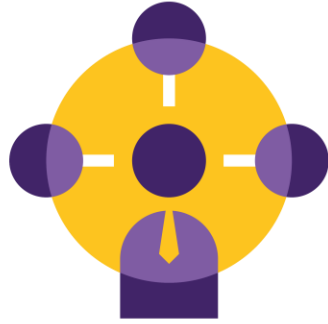
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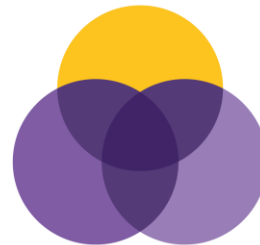
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Lens through which to
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Life-course approach
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What does Age-friendly mean to older people?



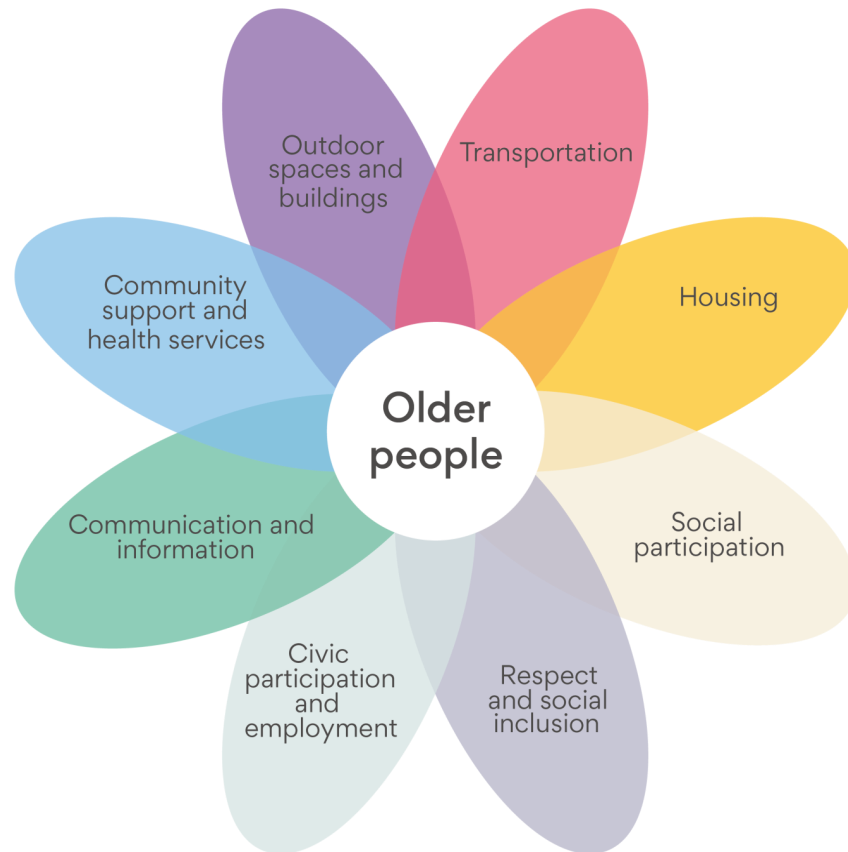
What does Age-friendly mean to the network?



Age-friendly Communities Framework

WHO Age-friendly Communities Framework

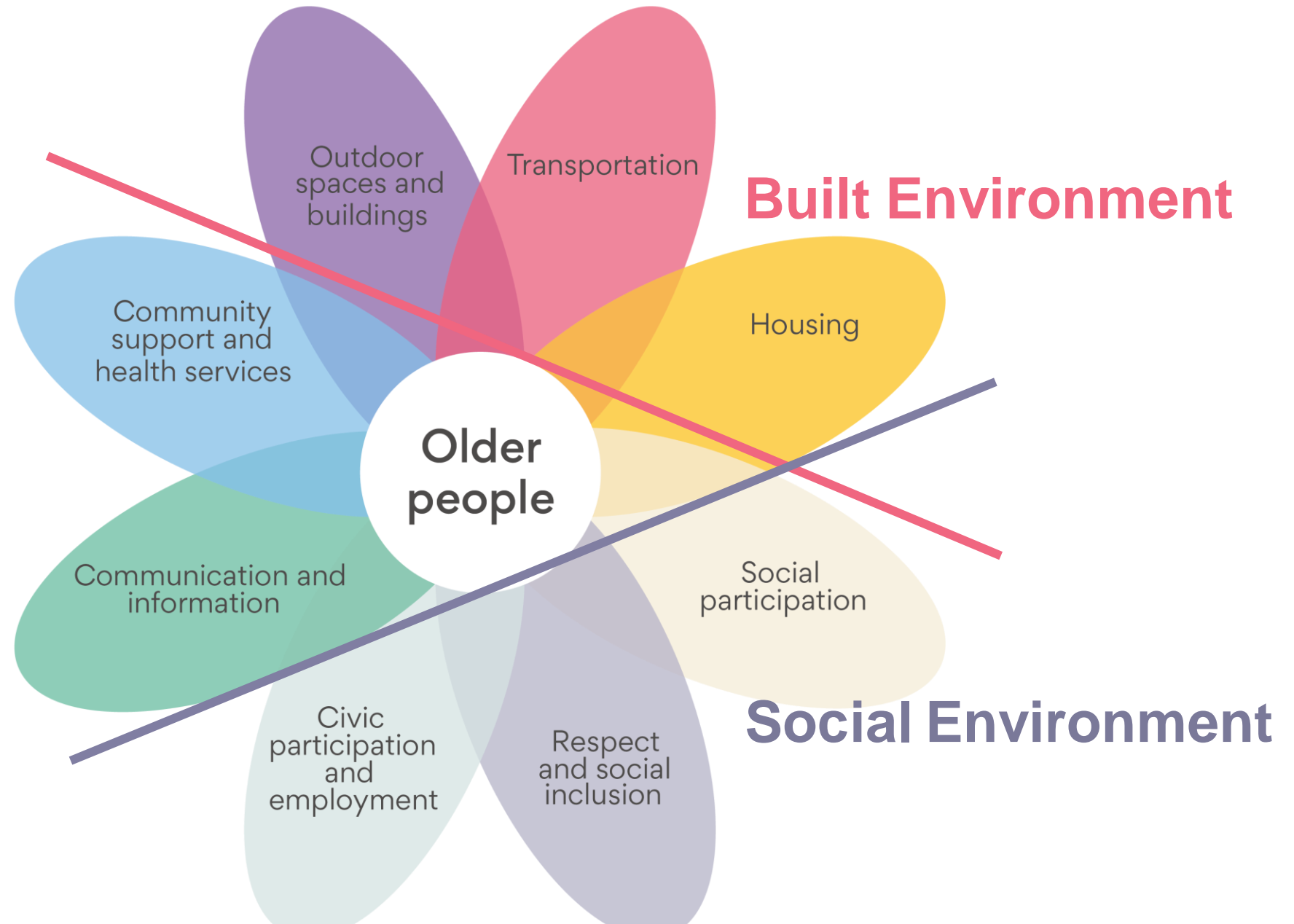
8 Domains



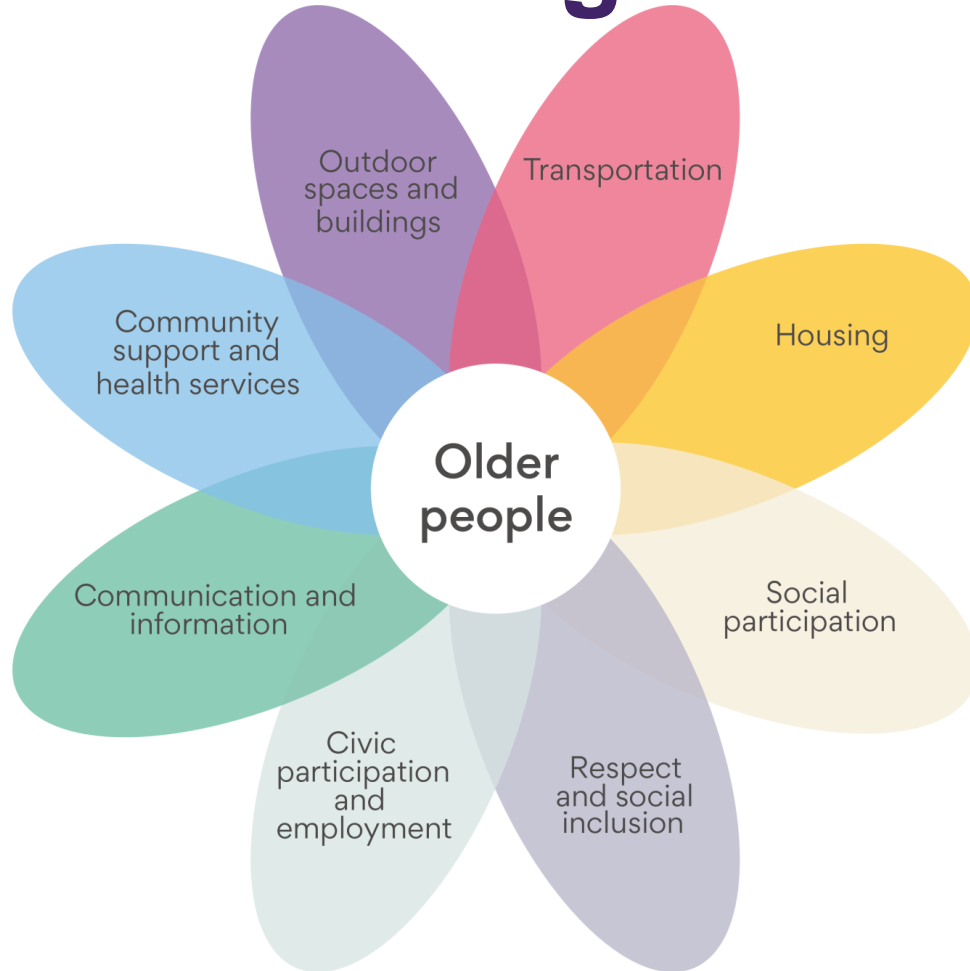
Programme Cycle



WHO Age-friendly Communities Framework: 8 domains



Outdoor spaces and buildings



Examples of work in this domain:

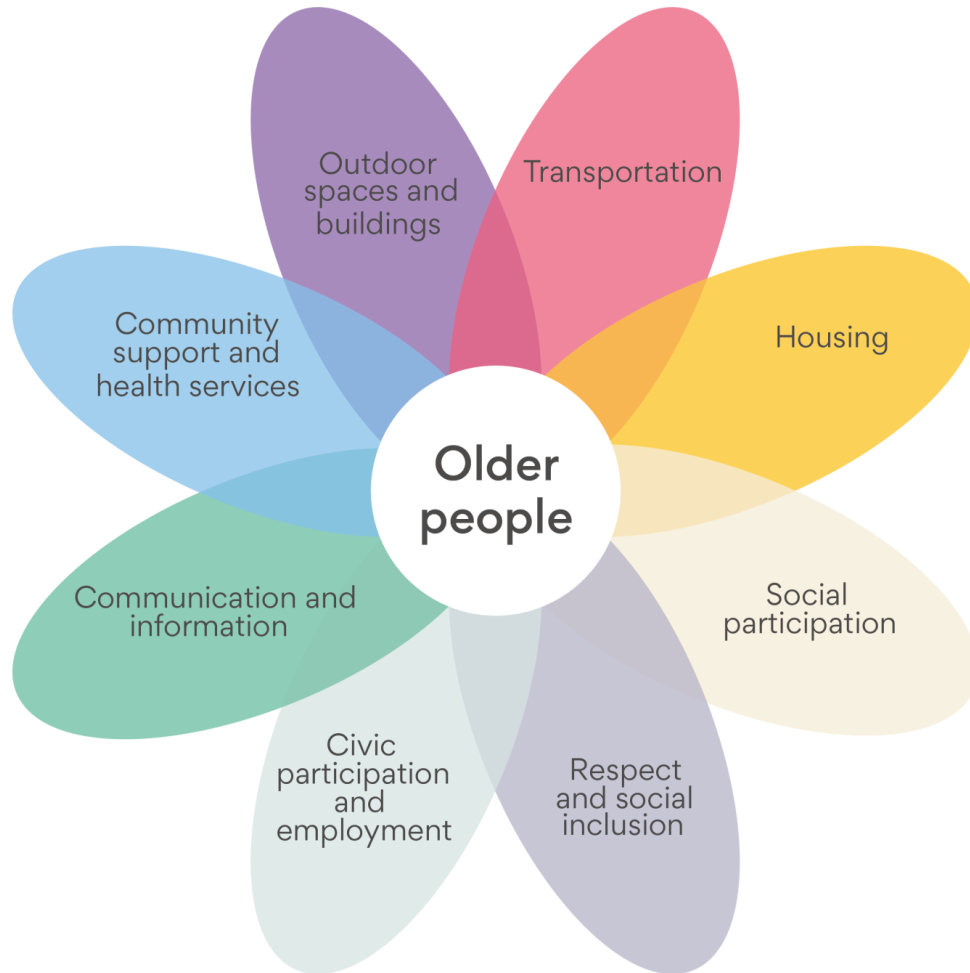
- Businesses could offer access to places to **rest**
- Create a **map** of public toilets in your community
- Councils could make clearer **signs** in public spaces.

Outdoor spaces and buildings

*With a **ramp** up to the café, and a **bench** opposite the pond, I'm able to enjoy my regular visits to the **local park***



Transportation



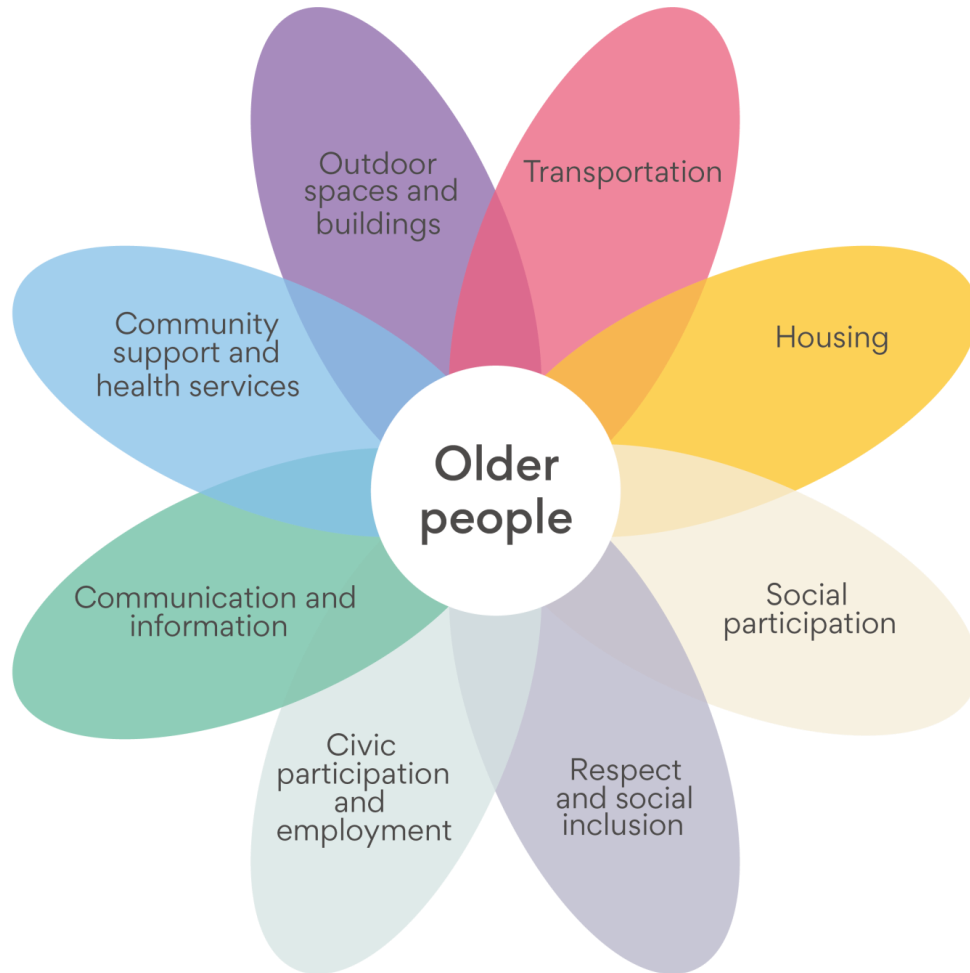
Examples of work in this domain:

- Brokering the **relationship** between transport providers and older people
- **Buddying** initiatives to increase confidence on public transport post-covid
- Specialised **classes** for older cyclists

Case study: **Isle of Wight age-friendly training**



Housing



Examples of work in this domain:

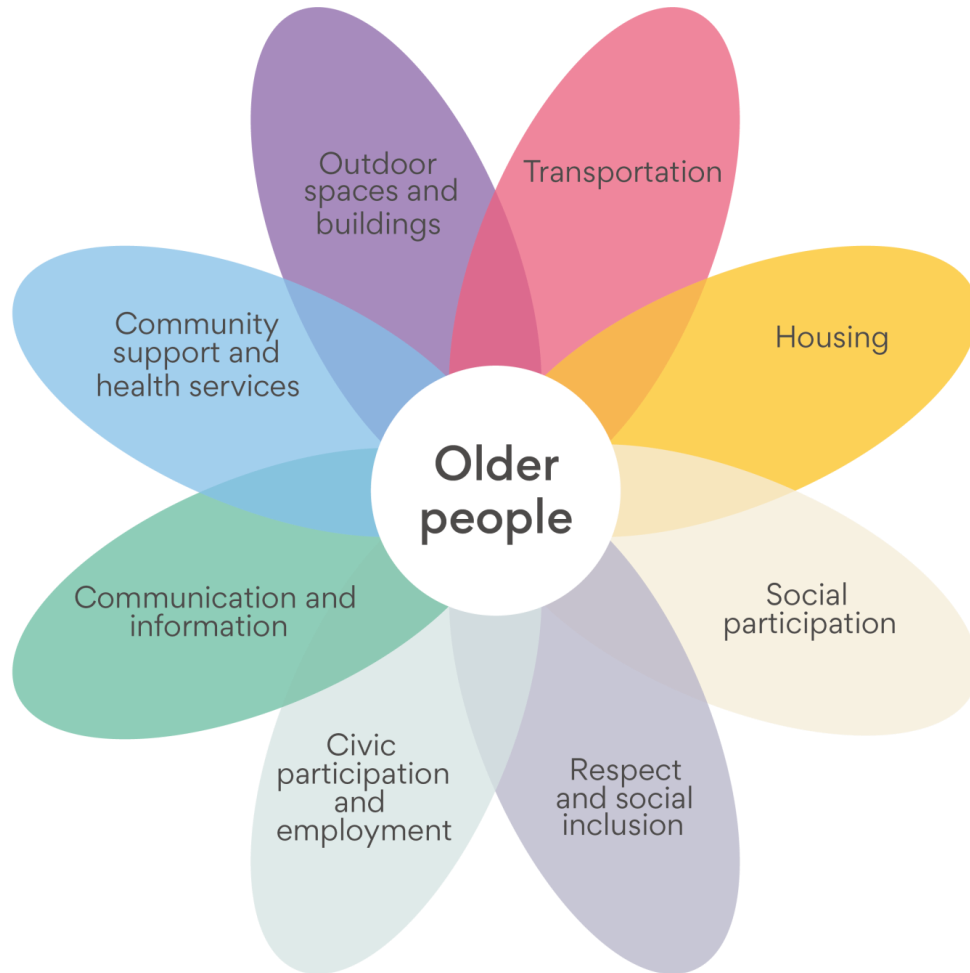
- Councils could signpost to **home adaptation services**
- Community groups could develop a **directory** of qualified and reliable maintenance workers.

Housing

*Now I've got the downstairs bathroom, I'm able to continue to live **comfortably** and **safely** in my community*



Social participation



Examples of work in this domain:

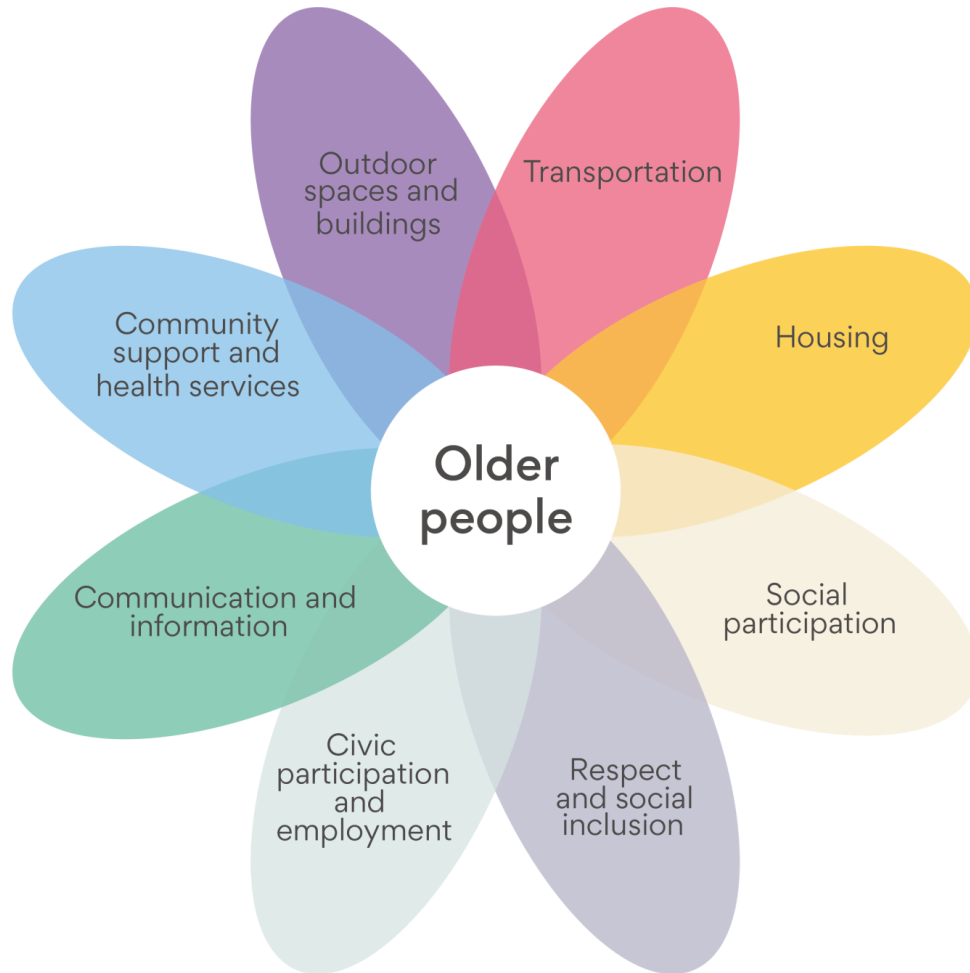
- Promoting **social groups** through newsletters
- Supporting gatherings by funding **transport** or **refreshments**
- Organising **events** for International Day of Older Persons (1 Oct)

Social participation

*I look forward to my **lunch club** and they miss me when I'm not able to make it*



Respect and social inclusion



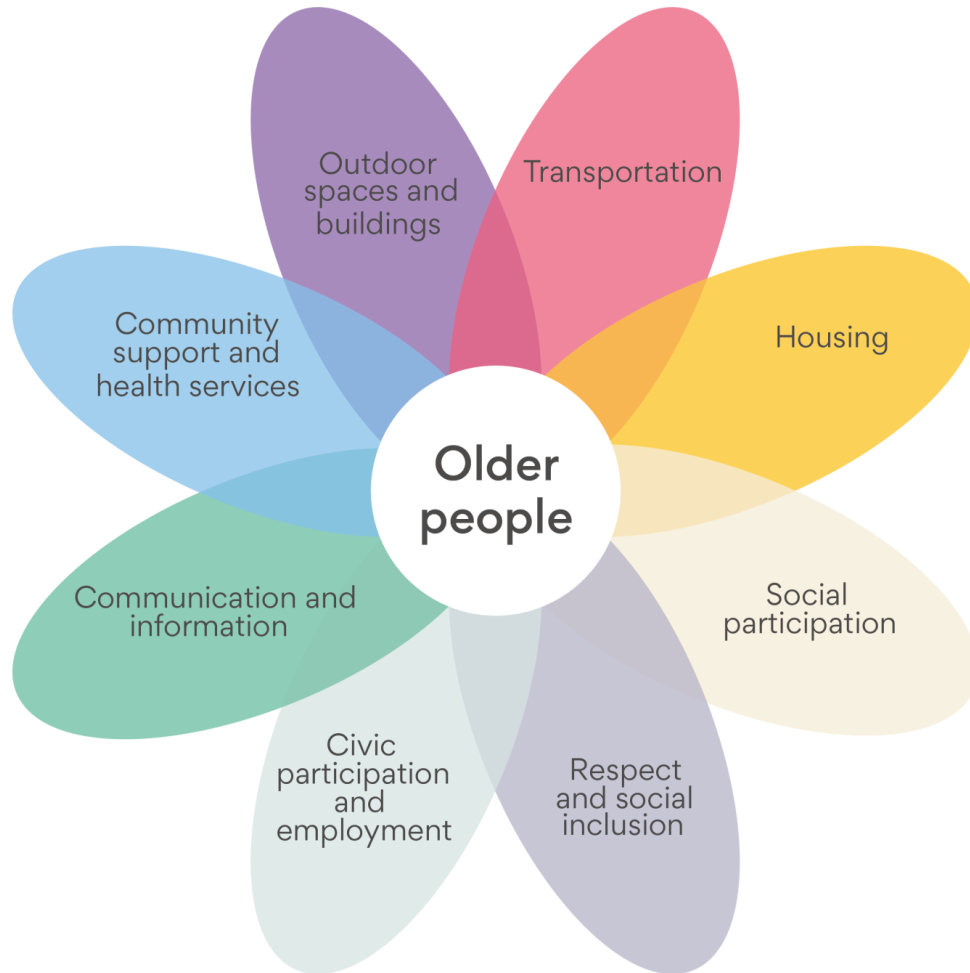
Examples of work in this domain:

- Making community events more **accessible** and **appealing** to older age groups
- Use of positive and realistic **images**
- Providing a platform for older people as **ambassadors**

Case study: Nottingham "Take a Seat" Campaign



Civic participation and employment



Examples of work in this domain:

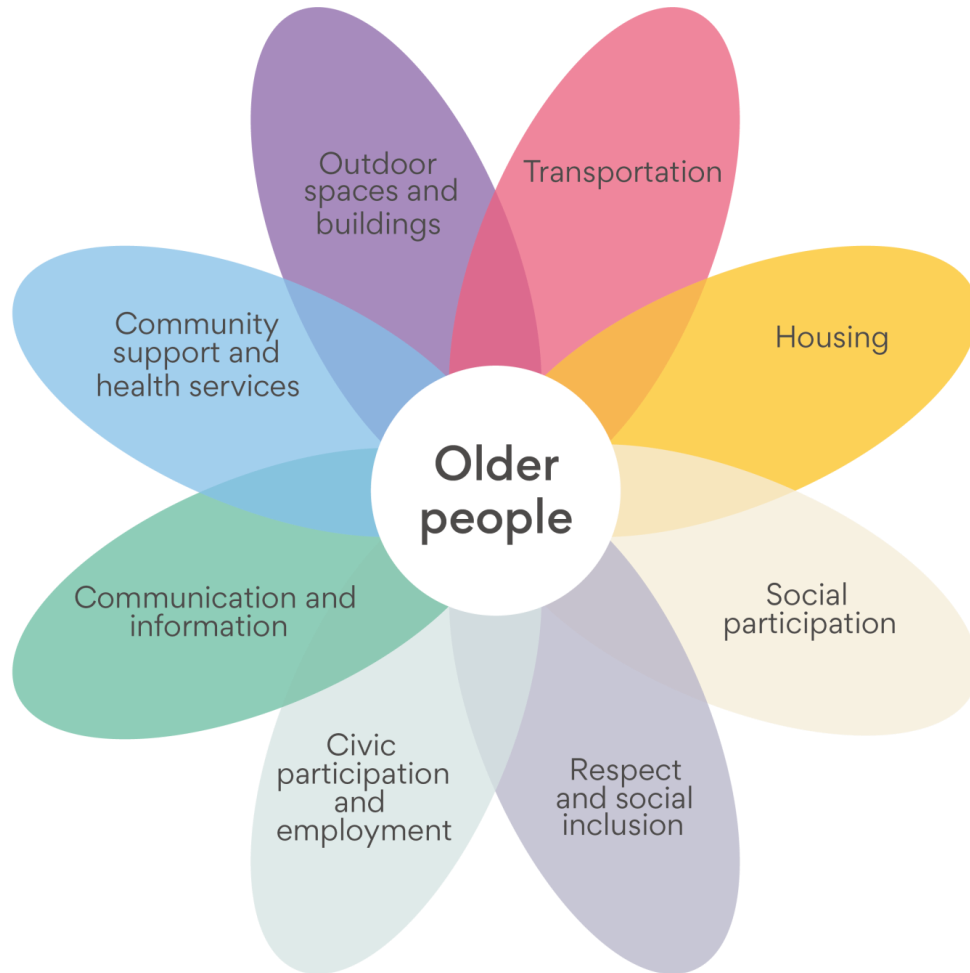
- Promote **volunteering opportunities** for older people
- Supporting employers to make **job adverts** more inclusive
- Offer **targeted employment support** for older jobseekers

Civic participation and employment

*My employer has supported me to work more **flexibly** whilst experiencing **menopause** symptoms, otherwise I might have retired*



Communication and information



Examples of work in this domain:

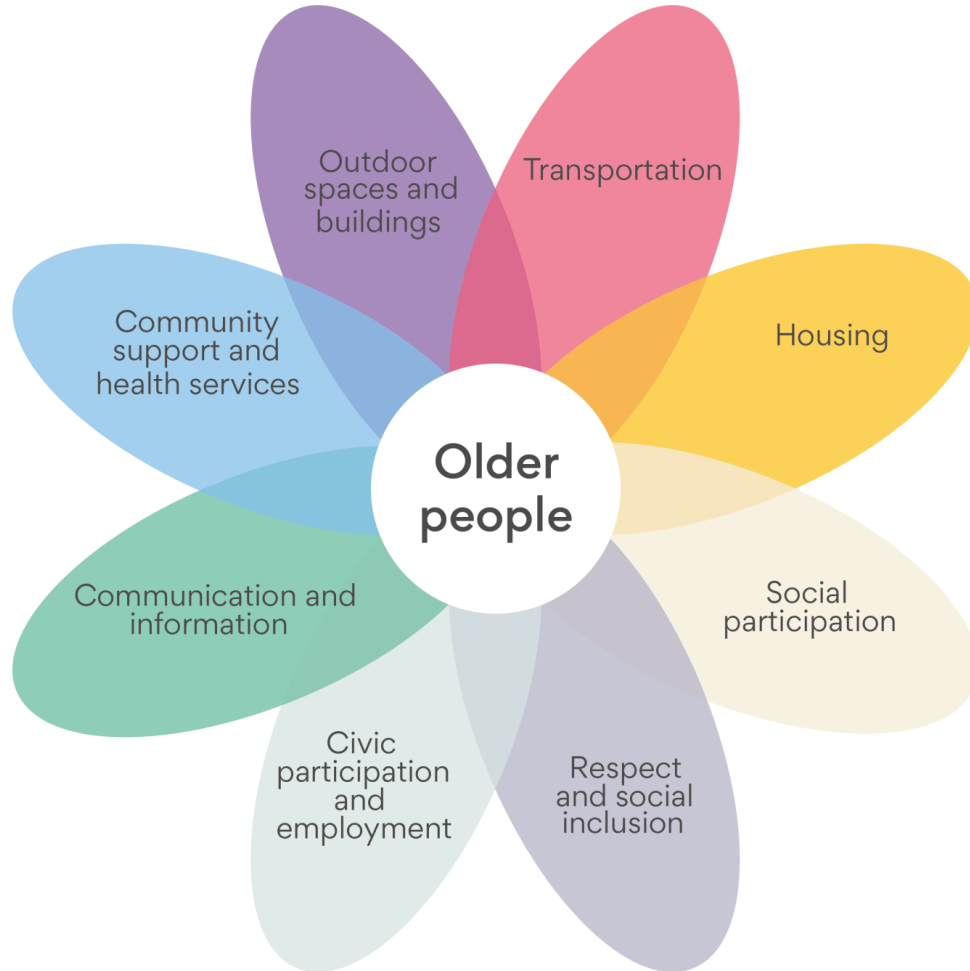
- Work with local services to maintain **in-person offer**
- Encouraging others to **print** materials in **easy read**
- Bring people working in frontline services together

Communication and information

*Even though I'm **not online** – I'm not out of touch! I get a regular **newsletter** about all of the activities happening in my local community*



Community support and health services



Examples of work in this domain:

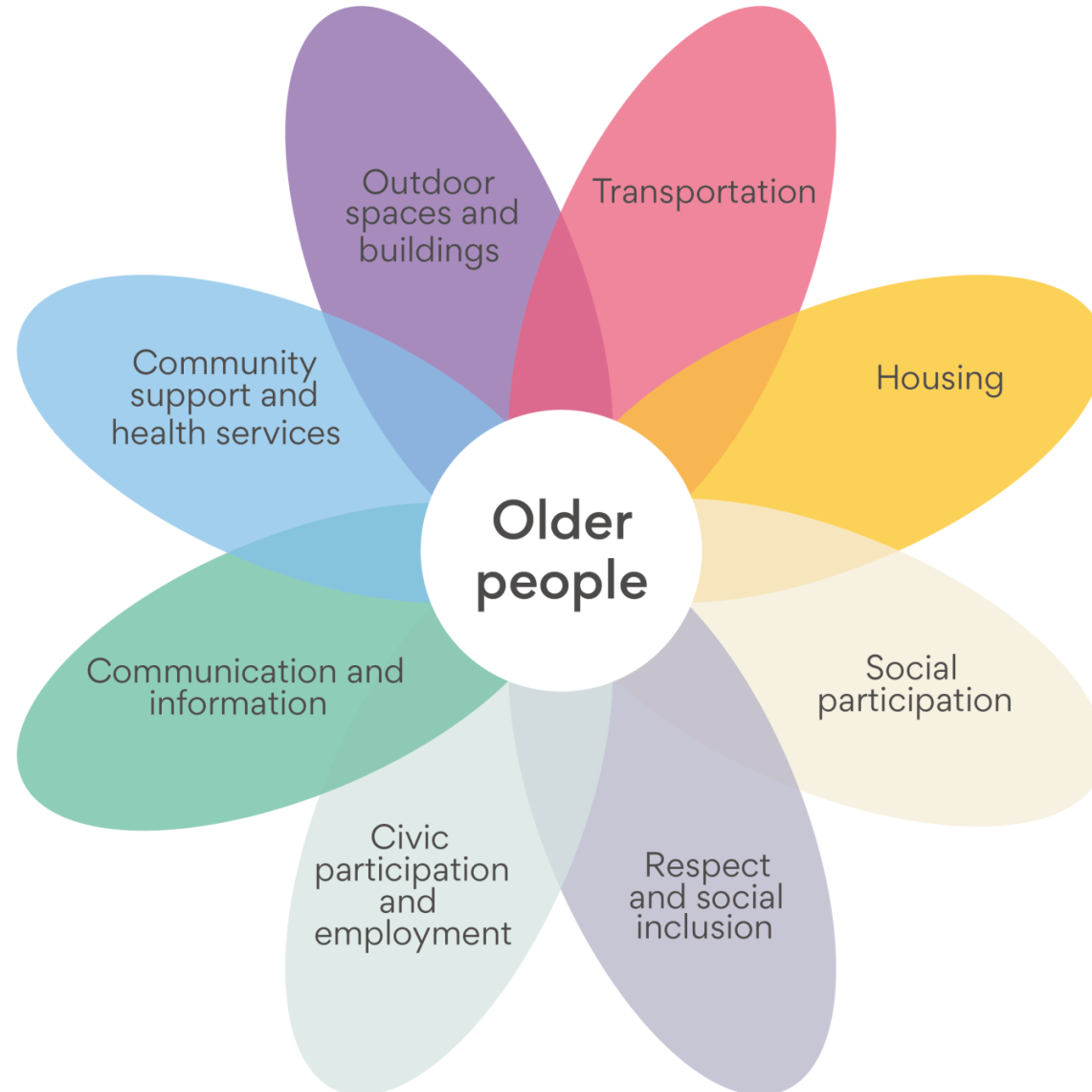
- Promoting **Dementia Friends** awareness
- Sharing **older people's views** on when and where a new class might take place
- **Working with leisure providers** to ensure they're catering to older customers too.

Community support and health services

*I've always loved a game of tennis – and I'm glad I've got **somewhere to play** without it **breaking the bank***



WHO Age-friendly Communities Framework: 8 domains



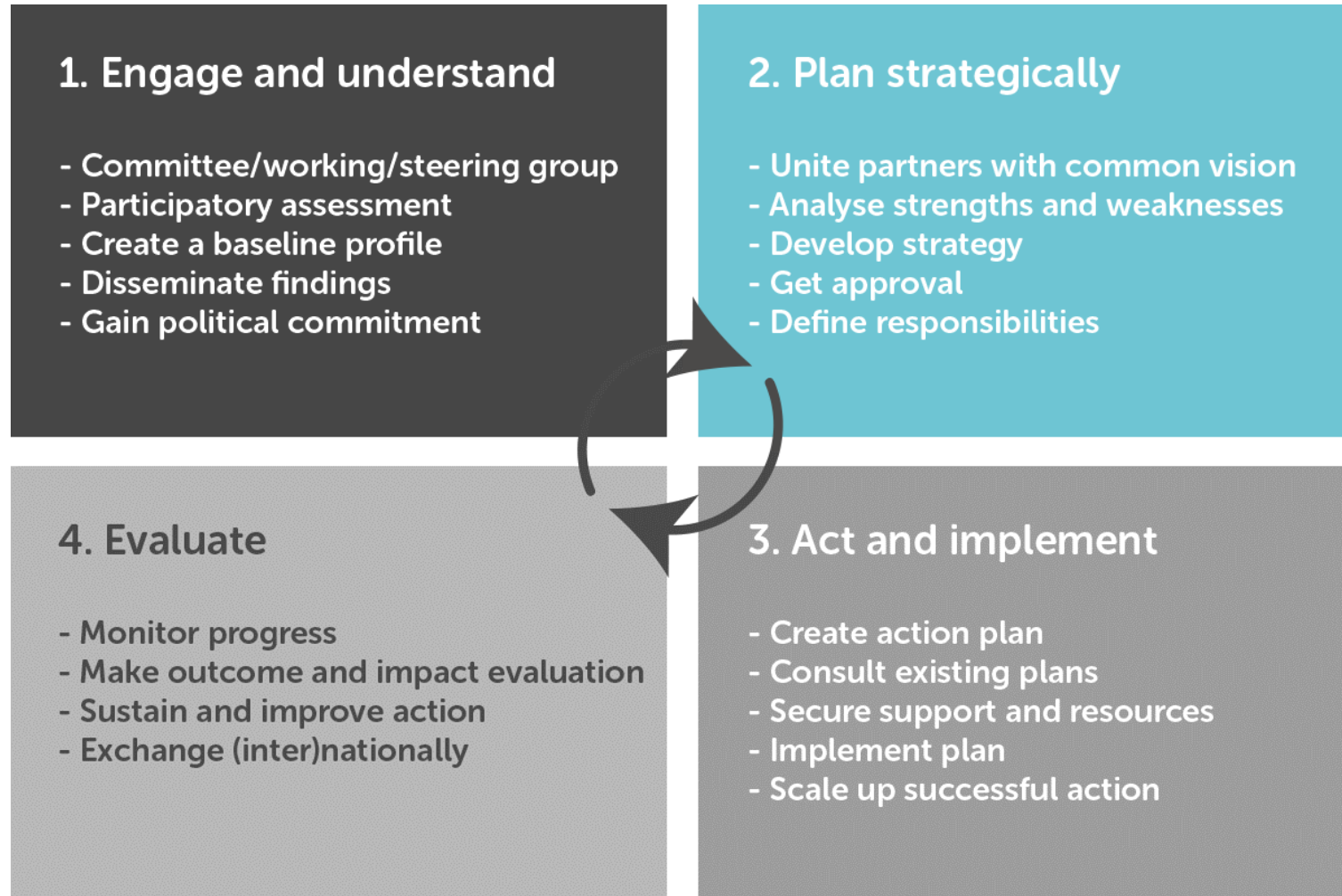
Framework 1: WHO Programme Cycle



Engage and Understand



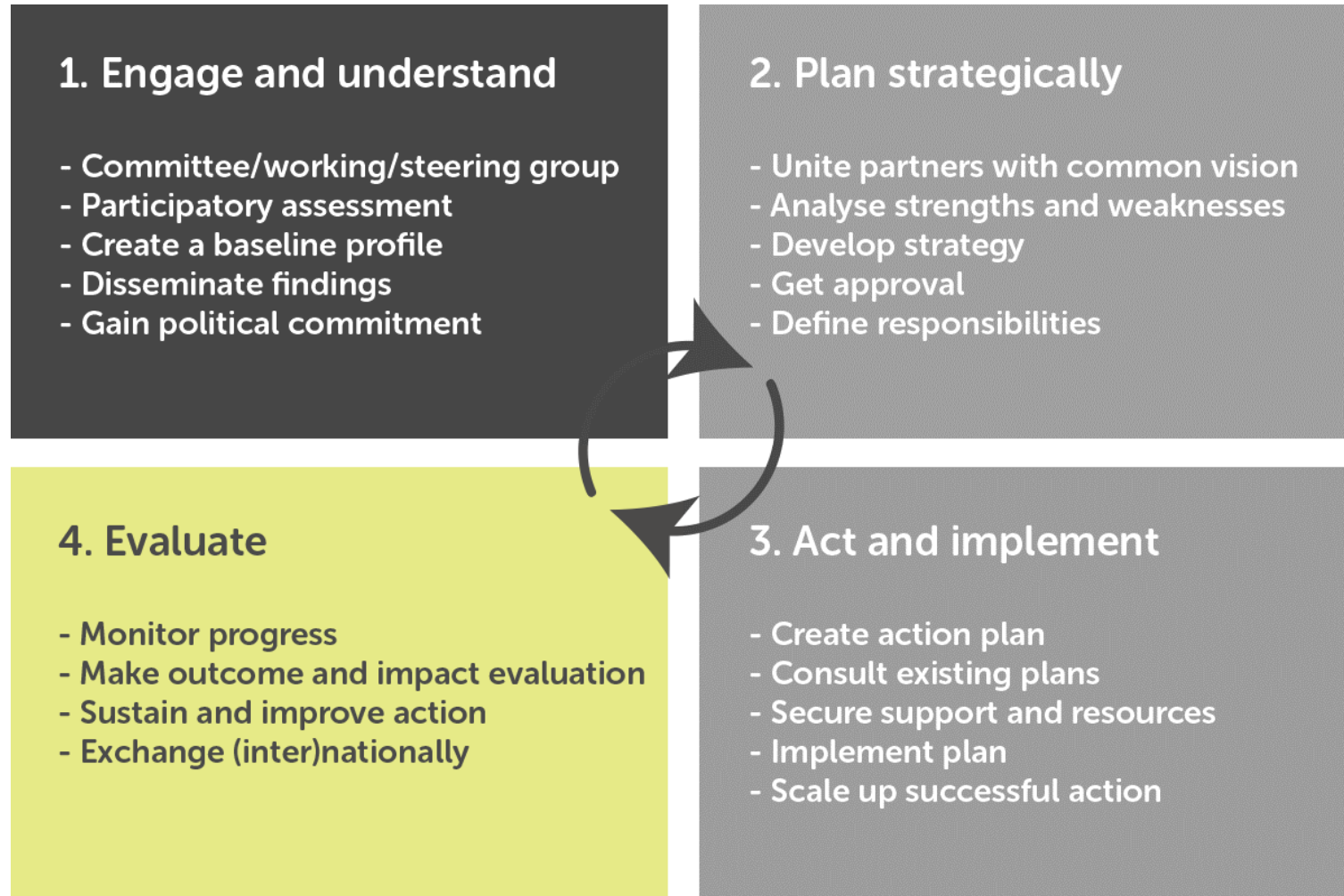
Plan strategically



Act and implement



Evaluate



Introduction to a network member

Dave Thorley- Manchester

Dave Thorley
Programme lead
Age Friendly Manchester

Introduction to the Network

Age-friendly Communities
across the UK

UK Network of Age-friendly Communities – 57

- Antrim and Newtownabbey
- Ards and North Down
- Armagh City, Banbridge and Craigavon
- Banbury
- Barnsley
- Belfast
- Birmingham
- Bolton
- Bournemouth, Christchurch & Poole
- Brighton and Hove
- Bristol
- Calderdale
- Causeway Coast & Glens
- Cheshire West
- Derry City and Strabane
- East Lindsey
- Fermanagh and Omagh
- Framlingham
- Greater Manchester
- Glasgow
- Hastings
- Hebden Royd
- Isle of Wight
- Knowsley
- Leeds
- Lisburn Castlereagh
- Liverpool
- Liverpool City Region
- London
- London Borough of Hackney
- London Borough of Lewisham
- London Borough of Southwark
- London Borough of Sutton
- Manchester
- Melksham
- Mid Ulster
- Middlesbrough
- Newry, Mourne and Down
- Newcastle upon Tyne
- North Yorkshire
- Nottingham
- Rother
- Salford
- Sefton
- Sheffield
- Stockport
- Stoke-on-Trent
- Sunderland
- Torbay
- Trafford
- Wigan
- Yate
- York



UK Network of Age-friendly Communities members

Boroughs

18

Cities

18

City Regions

3

Counties

2

Districts

6

Towns

5

13

Of which are rural

Making the most of the network

Mission of Global and UK Networks...



Our support and offer

Learning and connecting

- Weekly peer calls
- Action learning
- Training sessions
- Annual conference
- Inquiry visits
- Meetings, local visits and bespoke workshops
- Support through both UK Network and WHO Global Network registration and membership



Our support and offers

Online resources

- Monthly e-newsletter
- Resource Hub
- Case studies
- Other resources, e.g. positive ageing image library, evidence cards

Age-friendly Communities E-newsletter

Click on the headings below to quickly access each section:

- [UK Network update](#)
- [A word from](#)
- [Events](#)
- [Member requests](#)
- [Member updates](#)
- [Useful reading and resources](#)
- [WHO update](#)

UK Network update

Congratulations to Middlesbrough and Yate, who in July became the latest members of the Global Network of Age-friendly Cities and Communities.

In June, Cardiff was the first Welsh community to join the Global Network. Read the Age-friendly Wales strategy [here](#).

A word from



We hope many of you are taking some well-earned rest over the summer. At the Centre for Ageing Better we have been enjoying



How-to guide: 'Take a seat' campaign

Age-friendly Nottingham's Take a seat campaign encourages local shops and businesses to provide a seat and a friendly welcome to anybody who needs it, encouraging older people to get out and about in their community and maintain independence. Inspired by New York and the city of Manchester, the campaign has attracted more than 300 businesses across Nottingham.

1. Get council support

Have a key councillor act as a champion and rally support from others. In Nottingham, Councillor Eunice Campbell worked on the ground with ward councillors to target local businesses.

2. Community engagement

Identify and work alongside a network of key stakeholders with strong relationships in the area to help encourage take up.

3. Get older people involved

Having a campaign Steering Group that includes older people helps to ensure it reflects the wants and needs of people. Age-friendly Nottingham's own Steering Group members were among Take a seat's strongest advocates.

4. Communications plan

Think about the key messages and plan for how you can encourage local businesses to sign up. Nottingham Council feature participating businesses on their website, and use local community boards to promote it locally.

5. Branding

The age-friendly 'flower' logo makes the campaign instantly recognisable to members of the public. 'We are age-friendly' stickers, bags and chairs help businesses show support and make them feel part of the campaign. This also helped to raise awareness of Age-friendly Nottingham.

6. Maximise media coverage

Nottingham took a phased approach, launching only two wards initially and using the knowledge gained to inform subsequent launches. This maximised local press coverage each time.

7. Learn from others

Age-friendly Manchester shared their knowledge and resources with Nottingham when they launched their Take a seat initiative. Nottingham is also happy to pass on what they've learned – contact sharan.jones@nottinghamcity.gov.uk for more information.

Find out more:
www.ageing-better.org.uk/afc



The Centre for Ageing Better received £50 million from the Big Lottery Fund in January 2015 in the form of an endowment to enable it to identify what works in the ageing sector by bridging the gap between research, evidence and practice.



What would be my first steps to become an Age-friendly Community?

Three key steps

- Gain **political support** (letter from highest level elected official)
- **Set up working group(s)** (with stakeholders and older people)
- **Assess current age-friendliness of your place** (data baselining and speaking to older people)

Contact: charlotte.lewis@ageing-better.org.uk



What if I am not in a position to drive forwards age-friendly work?

- See whether your place is currently doing age-friendly work on our UK Network map

If yes:

- Contact the lead to see how you can be more involved

If no:

- Contact your councillor
- Share info with colleagues in your local authority or voluntary sector

Thank you

Afc.network@ageing-better.org.uk

We'll stick around