



Making Leeds the Best City to Grow Old In



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Citizen based approach

Our approach to Making Leeds the best city to grow old in is a citizenship approach, applying to the entire population. It therefore does not include all the programmes of work in relation to health and social care for older people, which are picked up elsewhere, whilst recognising that there are obvious links and synchronicities.

The approach ensures that there is a strong focus on social networks within neighbourhoods and the city; promotes social capital and participation; age-proofs and develops universal services; reduces social exclusion and works to change social structure and attitudes.

Why is it important?

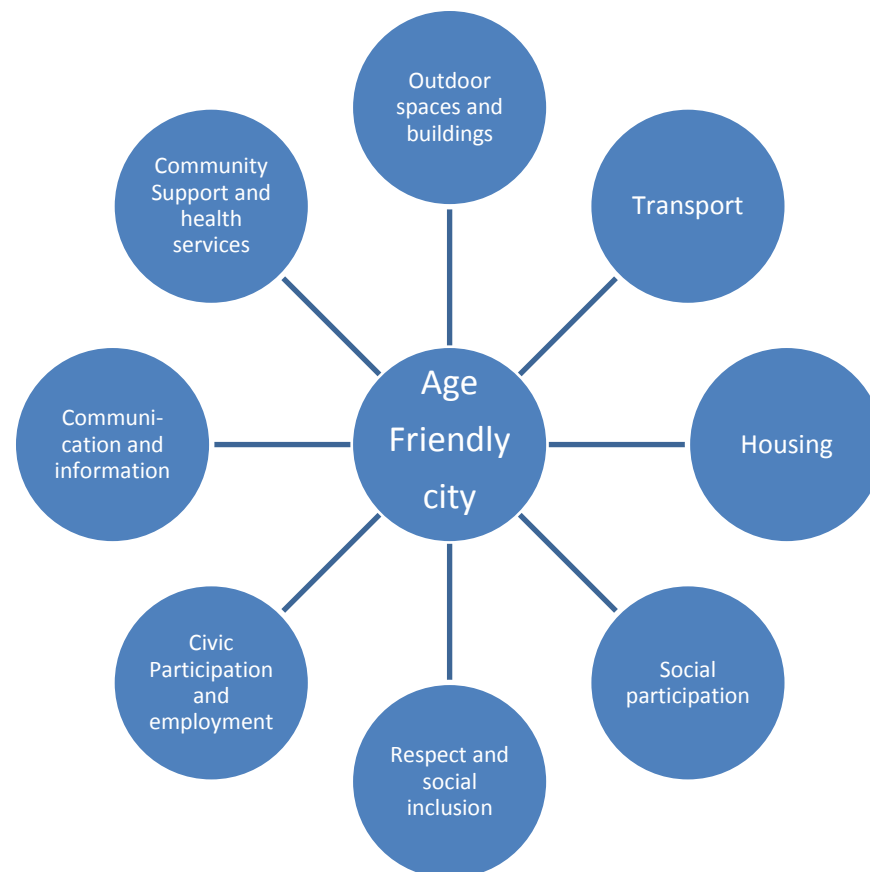
- Ensuring Leeds is an age friendly city was identified as a priority area by older people in Leeds
- Inequalities in health are a key issue for older people with ill health and social impacts affecting the poorest in the city disproportionately.
- Leeds has an ageing population. The 2011 Census shows that there are almost 110,000 people in Leeds are aged 65 and over (accounting for almost 15% of the total population). This number will continue to increase with the number of people aged 65+ expected to rise to nearly 129,000 (15.5%) by 2021 and 166,200 (17.7%) by 2035. The number of people aged 85+ is projected to increase from 14,582 (2% of the population) to 20,172 (2.4%) by 2021 and 34,300 (3.7%) by 2035.

Citizen based approach		
MEDICAL Patient	CARE Service User	CITIZENSHIP Citizen
Focus on individual	Focus on individual, family and informal support	Focus on social networks - neighbourhood and city
Clinical interventions	Care interventions	Promoting social capital and participation
Commission for 'frail elderly'	Commission for vulnerable people	Age-proofing universal services
Prevention of entry to hospital	Prevention to delay entry to care system	Reducing social exclusion
Health (and care system)	Whole system	Changing social structure and attitudes
Social prescribing		

Building on present work

Leeds has had the [Time of our Lives Charter](#) since 2012, developed by older people in the city. This built on the previous work around 'Healthy and Active Lives for Older People' and 'Older Better'. Crucially the Charter identifies the outcomes local older people wish and the behaviours they expect of organisations. It has already being signed by Leeds City Council, NHS Organisations and partners such as METRO.

Work has progressed under the related action plan on key priorities, most notably work led by Public Health and Adult Social Care, but also vital areas including: Parks, Sports, Libraries, Museums and cultural organisations in the city.



Age Friendly City Domains

Leeds has now been recognised as a member of the World Health Organisation's [Age Friendly Cities Network](#). The Age-friendly Cities Programme is an international effort to help cities prepare for two global demographic trends: the rapid ageing of populations and increasing urbanization. The Programme has developed (with input from older people) a framework for assessing the age friendliness of a city which identifies eight domains of city life that might influence the health and quality of life of older people:

Breakthrough projects

Making Leeds the Best City to Grow Old In is one of Leeds City Council's eight breakthrough projects. These projects have been established to provide focus on a set of cross-council priorities in key areas of work. They aim to break through traditional barriers to achieve over and above previous achievements and are prioritised and resourced accordingly. The eight projects are:

- Tackling domestic violence and abuse
- Cutting carbon and improving air quality
- Housing growth and high standards in all sectors
- World-class events and a vibrant city centre that all can benefit from
- Making Leeds the best place to grow old in
- More jobs, better jobs
- Strong communities benefitting from a strong city
- Early intervention and reducing health inequalities

The links to the other breakthrough projects are highlighted in the action plan.

Priorities

Whilst we wish to use the WHO audit, and the work identified through the Breakthrough Project, to develop the priorities further, we already know (because older people have told us) that we need to include a focus on:

- Tackling Loneliness and Social Isolation
- Preventing Excess Winter Deaths
- Poverty
- Transport
- Housing
- Intergenerational Work
- Healthy and Active Lives (Exercise, Nutrition)
- Information (Inc. Digital Inclusion)
- City Centre and Community Planning and Management
- Employment (Inc. Work, Retirement, Volunteering).
- Cultural Offer
- Community Safety
- Leeds – A Dementia Friendly Community

This action plan has been developed to take account of what we have already achieved and to take forward the ideas and actions from our 'Best City to Grow Old in' event which took place in March 2015. The event brought together a wide range of organisations across the public, private and third sector to engage them in the development of the breakthrough project using outcome based accountability methodology as a framework for discussion. Using the eight World Health Organisation (WHO) Age Friendly City domains, delegates worked in groups to identify the outcomes we should be working towards, explore the underlying issues and ideas for action, and consider how we measure our progress.

Monitoring

Each domain has an identified lead officer in the council who is responsible from providing a quarterly update. These are compiled into a highlight report which is presented to the Breakthrough Project Board.

Outdoor Spaces and Buildings

The design of our streets, neighbourhoods, gardens and open spaces affects older people's ability to age well and live independently by supporting, or preventing, access for all. People who don't find it easy or enjoyable to get outdoors can spiral into poor physical and mental health, have less social contact with others and a reduced quality of life.

Outcome: Leeds is a welcoming city, accessible to all where older people feel, and are, safe.	
Actions	Indicators
<ul style="list-style-type: none"> • Develop initiatives to promote the voice of older people in planning and regeneration; • Engage with businesses in the city centre, and local district centres to encourage an Age Friendly Approach, including 'take a seat' and promotion of use of toilet facilities; • Promote programmes that enabled older people to feel confident going out in their local community and in the city centre; • Address road safety issues such as crossing times at pedestrian crossings, • Establish clear local pavements, which are clear of obstructions, (like hedges and 'A boards' and increase accessibility to those with mobility issues 	<p>When I go out I can enjoy public spaces and buildings that are clean and accessible.</p> <p>When I go out I am confident that I will be able to take a rest and use a toilet when I need to.</p>
Links to other breakthrough projects	World Class Events and a vibrant city centre that all can benefit from.

Transport

Transport can have a range of positive outcomes for older people including maintaining access to friends and family and enabling access to vital services such as healthcare and also leisure and retail activities. All of which contribute to the health and wellbeing of older people and reduce social isolation.

West Yorkshire Combined Authority works to develop better transport networks for tomorrow, and provides day-to-day services, such as bus stations and travel centres under the Metro brand name. People of pensionable age are entitled to a Metro Senior Pass which gives them free, off-peak bus travel throughout England and half-fare off-peak train travel within West Yorkshire

Outcome: Older people are able to access a broad range of affordable and accessible transport options to get about the city easily"	
Actions	Indicators
<ul style="list-style-type: none">• Ensure the views of older people contribute to Transport Planning;• Provide quality accessible information about transport options.• Support voluntary / third sector transport projects which focus on local need and community solutions	<ul style="list-style-type: none">• When I take a bus I can wait for the bus safely• When I take a bus, I am treated with respect by the driver and offered help if I need it• I can travel to places I need to visit on accessible and affordable public transport

Links to other breakthrough projects	
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Housing

The Strategic Housing Market Assessment 2011 anticipates that Leeds will have a significantly greater proportion of older people by 2026 than in 2010, with a 16% increase in households aged over 65, a 30% increase in over 75s and a 70% increase in households aged over 85 years. In absolute terms the projection suggests that across Leeds there will be an additional 22,000 households with a head of household aged over 65. Most households over 65 are likely to continue to live in standard housing which needs to be capable of adaptation. 75% of older people live in private sector housing.

Leeds Older People's Forum has developed its own Housing Policy Paper focusing on the key issues for older people.

Outcome: Leeds actively involves older people to deliver housing that meets the needs of an ageing population"	
Actions	Indicators
<ul style="list-style-type: none">• Develop a Leeds Housing Strategy for Older People;• Ensure there are adequate links made between housing, health and social care in Leeds• Utilise the opportunity of Neighbourhood Planning to make links and ensure the needs of older residents are included;• Ensure older people have appropriate advice and information about housing options;• Ensure organisations representing older people are involved in decisions about housing provision in the city, and that those representing equality groups, and those locally are included.• Give consideration to all the issues raised in the Leeds Older People's Forum Strategy Paper.	<ul style="list-style-type: none">• I feel safe and comfortable when I am at home• I have the support and advice I need to live independently• I feel financially secure in my home
Links to other breakthrough projects	<ul style="list-style-type: none">• Housing Growth and high standards in all sectors.

Social participation

There are 38,326 one person households where the lone occupant is aged 65 and over.

It is estimated that around 15%, or 37000 older people can be described as lonely or socially isolated, due to factors including fear, living alone, retirement, personal and financial circumstances, the digital divide and ill equipped outdoor spaces.

National studies show that physical activity decreases with age. 75% of men and 76% of women over 65 are in the low activity group. Participating in regular physical activity helps to prevent or slow down the development of the major challenges to health and wellbeing that people face as they grow older (Heart disease; type 2 diabetes, loss of muscle strength, reduction in bone density – leading to fractures, Osteoporosis; Loss of mobility; Memory problems and dementia; Increased risk of injury due to falling.

21,000 older people in Leeds are supported by the Neighbourhood Network Schemes which are community based, locally led organisations that enable older people to live independently and pro-actively participate within their own communities. They offer services that reduce social isolation, provide opportunities for volunteering, act as a “gateway” to advice/information/services promote health and wellbeing and thus improve the quality of life for the individual.

Outcome: No-one is lonely; there are a range of opportunities for people to live healthy, active and fulfilling lives in Leeds	
Actions	Indicators
Develop and promote physical activity opportunities for older people across the city	<ul style="list-style-type: none">• I enjoy taking part in a range of leisure and social activities• I don't feel lonely
Maximise the opportunities created by the Time to Shine Programme	
<ul style="list-style-type: none">• Implement the learning from the Social isolation Index	
<ul style="list-style-type: none">• Community assets – Ensure the community hubs are age	

friendly	
• Work with artists, practitioners and cultural organisations to actively engage older people in the city's arts and cultural offer.	
• Involve older people in the development of the European Capital of Culture bid	

Links to other breakthrough projects	World Class events and a vibrant city centre that all can benefit from Strong Communities benefitting from a strong city; Early intervention and reducing health inequalities;
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Respect and social inclusion

Attitudes towards older people can be characterised by stereotypes and prejudices that can be highly negative. There is a need for cities to challenge such prejudices and nurture a culture of respect and inclusion towards older people in their society. Older people in deprived neighbourhoods are at particular risk of social exclusion due to issues of poverty, deprivation and material disadvantage.

Leeds is committed to tackling these stereotypes through reducing inequalities and promoting positive images and stories about older people. A key part of this work is the continued development of intergenerational projects and activities which bring young and old together with the purpose of developing understanding and respect between generations.

Outcome: Ageing is promoted positively and older people feel worthwhile and valued as citizens of Leeds	
Actions	Indicators
Collect stories from older people to: <ul style="list-style-type: none">• share wisdom and learning• inform people about the opportunities available to them in later life	<ul style="list-style-type: none">• I feel respected and socially included in my community• I feel involved in decisions about issues concerning my community.
<ul style="list-style-type: none">• Undertake pro-active work with statutory services, the voluntary and community sector and the media to promote age friendly Leeds and positive ageing	
<ul style="list-style-type: none">• Develop and promote intergenerational work ensuring awareness of current projects is shared and used to inspire further work	
<ul style="list-style-type: none">• Poverty - ensure initiatives tackling issues such as high cost lenders and benefits take up include older people	
<ul style="list-style-type: none">• Expand the dignity champions project.	

Civic Participation and Employment

Our ideas about aging are changing. People are living longer and continuing to contribute to their communities in all areas of life - working longer, helping with child care, volunteering and providing strong community leadership.

Volunteering is a way of keeping a life for older people – it's good for their well-being as well as an important contribution to community life. A national study suggested that older people currently provide informal volunteer services to their community of over £10 billion – each year – and that figure is predicted to grow as our older population increases. Approximately 39% of 65-74 year olds volunteer.

Outcome: Older people in Leeds actively participate in the city through education, employment training and volunteering.	
Actions	Indicators
<ul style="list-style-type: none"> • Work with public, voluntary and private organisations to offer volunteering opportunities which are meaningful, affordable and accessible; • Work closely with employers to educate and promote choices and possibilities for employment which meet the diverse nature of the older population (50+); • Work closely with learning providers and through local networks to encourage the provision of skills and training opportunities for older people in work, and those seeking work; • Address barriers to volunteering, employment, skills and training for older people by targeting those groups who are less well represented • Hold an annual civic engagement event for older people, with an element dedicated to promoting employment opportunities and featuring employers 	<ul style="list-style-type: none"> • I volunteer on a regular basis • I am in paid employment

who are keen to recruit older people (50+) • Recruit of older people as ambassadors for the city and local neighbourhoods.	
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Links to other breakthrough projects	More jobs better jobs
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Communication and information

Having easily accessible information in a range of formats (and increasingly machine readable) on all available services for older people and their support networks is vital. This also allows smart city solutions and products to be co-created and progress shared. It is also important that awareness of information sources and opportunities for local community participation are widely promoted in order for opportunities to be fully taken up leading to people having greater choice and control over their lives. This plan will be informed by the information and advice strategy for Leeds and the Making it Real development group.

Outcome: Outcome: In Leeds all older people, their friends, family and support networks have easy access to information (in a format they are comfortable with) which makes their lives better.	
Actions	Indicators
Find out what older people and support networks would find useful to know and how they would want to access it	<ul style="list-style-type: none"> • I know where I go for information about services, events and activities when I need it • I can get information which is easy to understand and in a format to suit my needs.
Involve older people in development of useful technology;	
Develop and promote Leeds as an Age Friendly/Smart City locally, nationally and internationally.	
Develop and promote a glossary of terms that easily explain age friendly and smart city terminology	

Community Support and Health Services

Health promotion and illness prevention are important measures of increasing the healthy life expectancy of older people in Leeds. Improving health may mean that they can retain their independence for longer thus improving their quality of life and reducing their requirement for services.

Outcome: Older people have an increased healthy life expectancy supported by integrated health and social care services	
Actions	Indicators
<ul style="list-style-type: none"> • Social prescribing - older people as a target group; • Ensure that mainstream health and social care providers support this agenda; • Ensure generic Health and Social Care transformation programmes take account of the needs of older people 	<ul style="list-style-type: none"> • My overall quality of life is... (on a scale 1 – 5) • If I am unwell I know that I can easily access the health care and help that I need. • If I have to go into hospital I know that when I am discharged I will get the help and support I need to return home. • I care for people (family/friends/neighbours)
Minimising the impact of cold weather and cold homes for vulnerable older people	
Develop and promote nutrition and hydration opportunities for older people across the city	

Links to other breakthrough projects	Early intervention and reducing health inequalities
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Version 8

January 2017