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**THE AGE -FRIENDLY COVENTRY**

**Development Plan**

**2016-2019**

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**Introduction**

The Coventry Age Friendly development plan has been drawn up by the Age friendly themed partnership groups. The development plan was informed by an extensive consultation process with older people and service providers which took place throughout the city in 2014 and 2015 which resulted in the completion of an age friendly baseline assessment.

The Age-Friendly city approach is an internationally recognised concept that enables and facilitates good quality of life for older people. It is also a World Health Organization (WHO)-led movement of over 100 cities worldwide.

Age-Friendly Coventry (AFM) builds on Coventry becoming a Marmot City in 2013 (reducing inequality and improve health outcomes) and the launch of the City University initiative in 2014

The Age-Friendly Coventry development plan is based around prioritisation of three themes:

* Social Inclusion
* Involvement and Communication.
* Accessible Transport

These themes and the development plan have been endorsed by the Aging Well Mind and Body Board, the governance board for the programme.

This development plan sets out how the city will develop its expertise, infrastructure and capacity to create an age-friendly city through delivery of three themed action plans.

The themed action plans will be a catalyst for driving improvements and change through delivery of identified project/activities, and a vehicle for how partner organisations will work together in 2016–19 to:

* Promote healthy active ageing
* Contribute to the wider objectives of the city and its partners
* Promotes an active citizens approach and enables neighbourhoods to become more stable and sustainable
* Provides an economic and social advantage by respond positively to an ageing population in the city
* Promote Coventry’s membership of a growing international movement offering opportunities for collaboration.
* Recognise Coventry as a city of excellence in the global age friendly initative.

The Age-Friendly Coventry programme is co-ordinated in partnership by Coventry University Centre for Trust Peace and Social Relations, Public Health Coventry, based in Coventry City Council and Age UK Coventry

**Context**

The phenomenon of a rapid ageing population and increasing urbanization is impacting on Coventry as much as other cities across the world. Coventry is a growing city and the share of residents over 65 years and more is increasing. The most recent population estimate indicates that nearly 15% of the population is over 65 and over 2% are over 85. Deprivation is a key marker in determining the life expectancy, premature deaths and needs of older people. Life expectancy within Coventry can vary by up to 16 years across the city and premature deaths are higher compared to England.

In recognising that an ageing population will have a significant impact on public services, social and interpersonal relations, Coventry City Council, Age UK and Coventry University have come together to work towards the World Health Organization (WHO) Age Friendly Cities (AFC) initiative. An Age Friendly City is part of a World Health Organisation international Programme that is preparing for an ageing population. It aims to create a community environment that promotes opportunities for older citizens to participate, and enables them to be stay healthy and active as they age. An age-friendly city is a city committed to social inclusion, ensuring that older people– so often marginalised in society – are involved in are part of and feel comfortable in, and are valued in the city in which they live. The WHO defines an age-friendly city through eight separate but interrelated ‘domains’. Each one of these eight domains, represented by the age-friendly flower below, is characterised by its own set of age-friendly features. Taken together, they form an AFC.



“An Age-friendly city is an inclusive and accessible urban environment that promotes active ageing” WHO (2007)

**Vision, Mission and Values of age friendly Coventry initiative**

The overall strategic vision, mission and values of the age friendly Coventry initiative has driven the development of themed action plans and subsequent overall development plan, and will continue through the implementation of delivery of the programme initiative.

**Vision:**

Improving the quality of life for older people and enabling healthy active ageing.

**Objectives:**

* Reduce social inclusion and loneliness amongst older people by providing opportunities and supports that enable older people to participate and live full and active lives
* Provide user-friendly, reliable and coordinated information in a way which suits the needs of older people and is accessible.
* Develop and support opportunities for older people to access formal and informal

learning and to continue to work in a paid or voluntary capacity if they so wish.

* Create more and better opportunities for older people to participate in the social,

economic and political life of the city.

* Ensure older people have access to age-friendly arts, leisure, sports and recreational services, as well as to the information they need for healthy and active living.
* Advance Coventry as a city in which older people are respected as valued members of the community, where their views and contributions are sought and they are actively involved in decision-making processes.
* Ensure transport is more accessible.

**Values**

The following values underpin the work of the Age Friendly Coventry Initiative:

* **Person-centred**: We will include older people (Coventry Older Voices) in decision-making by providing opportunities for them to inform the public processes and services which affect their lives.
* **Inclusion:** We recognise the diversity of older people and are committed to advancing equality of participation for older people in the life of the city.
* **Partnership:** We are committed to working together to deliver coordinated services and supports to meet the needs of older people.
* **Innovation:** We will use innovative methods and approaches to ensure that Coventry supports an ageing population.

**Consultation findings underpinning development plan**

The stakeholder consultation, involving over 2.000 older people through various mediums led to the completion of the age friendly baseline assessment, which highlighted a ‘strong voice’ for prioritising three themes. These three themes were Social Participation, Transport and Communication and Information, and were endorsed by the Ageing Well and Mind and Body Board to focus on initially with the caveat that the other themes that interrelated were included these were not overlooked. A full report is separately available on the findings against all eight domains forming an age friendly baseline assessment. Concerns, views and suggestions from stakeholders related to these three priority themes are listed below …………….

**Theme 1: Social participation**

|  |  |  |
| --- | --- | --- |
| Concerns/Barriers | Consequences | Solutions suggested |
| * Lack of free community venues/facilities for social groups to meet * Lack of cultural and arts activities/lifelong learning. * Limited free/low cost activities available * More support required for using technology and getting ‘online’ * No courses promoting active ageing/retirement * ‘Good neighbours’ diminishing in communities * Corporate business and supermarkets/older citizens don’t host social events * Lack of community events * Lack of support and proactive scheme for engaging marginalised groups e.g. gay/lesbian/widows and older men * Lack of courage/ fear of trying new things and confidence * Poor emotional wellbeing and mental health, * Physical and mobility issues/hearing impairments/ language barriers, * Caring commitments. * Public safety concerns * Lack of public toilets, * Limited or accessibility of public transport, * Lack of information about what’s on. | * Social isolation increased if people have limited access to meeting venues/facilities * Lack of participation and engagement in social activities. * Those in poverty can’t afford to engaged in social activities * Poor planning and transition into retirement. * No sense of purpose in retirement. * Loss of social contacts or they are not maintained. * Lack of understanding of the importance of active ageing. * Isolated older people are not supported at a neighbourhood level e.g escorting a person with mobility in their transport to social activities * Increased isolation and loneliness | * Promotion of accessible meeting location for social groups. * Development of a wider range of social activities. * More concessions for local activities for older people * Working with retailers to promote the use of public toilets and promote public benches in the city centre to increase footfall * Development of a good neighbour/older people champions scheme to reach those socially isolated and lonely. * Increasing intergenerational opportunities through a time bank scheme * more lifelong learning, and volunteering opportunities |

**Theme 2: Information& communication**

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| --- | --- | --- |
| Concerns/Barriers | Consequences | Solutions suggested |
| * Older People are not frequently on the radio promoting events/information * Information is not communicated in a range of mediums e.g. disseminations in local neighbourhoods through champions/residents groups etc * Information is not available in big font/digital/in print/different languages * Accessing information on line is not easy to navigate. * Limited access to computers * Lack of information about events, services, opportunities available * One stop shop for information is not available * Age UK Guide with access to services not widely available in community locations * Coventry Direct number was not widely known * promotion of passport to leisure was encouraged. * The use of information champions in neighbourhoods with local knowledge was promoted. * No mechanisms for regular feedback is available * Too many options on call centres with automated services and delays in answering calls * No central point for accessing information with help points in one place. * Face to face information in the city centre is not easily accessible | * Lack of information at the right time in the right format increases isolation and lack of participation and engagement. * Those not information technology literate are missing out information. * Not clear where to access the information * People don’t trust information * Lack of awareness of what is available * Lack of feedback from older people to improve services, activities and events. * Poor customer service and use of call centre provision to access support and services * Information is fragmented in several places and is difficult to access. | * More information on activities available in a paper based activity directory and an online interactive tool (for feedback) * Development of a central one stop shop (face to face and telephone, and older people champions/hubs in neighbourhoods to access a range of information * More information on social activities to raise the profile of older people promoted in the local media e.g. newspapers radios, GP practices etc. * Promote active ageing and reduce loneliness and isolation through local campaigns. * Increasing the use of accessible locations to promote the use of technology and intergenerational element to support older people to use technology. |

**Theme 3: Transport**

|  |  |  |
| --- | --- | --- |
| Concerns/Barriers | Consequences | Solutions Suggested |
| * Bus routes do not cover all the city e.g. no services to sheltered flats, * Unreliability of public transport (buses missed out, cancelled) * Concessionary fares only at certain times * Frequency of service throughout the day (eg after 6) * Clarity and availability of transport information * Cost of taxis/willingness/ability to take wheelchairs * Passenger attitudes towards older people * Volunteer schemes/community transport not available * Ring and ride service provision inadequate for some * No transport to churches on Sunday * Accessibility of bus stops – too far from where people live * Lack of consultation about changes to service provision * Lack of (knowledgeable) staff at the bus station * Lack of transport interchange – bus station is not used by all operators * Lack of drivers refreshers course. * Poorly maintained pavements * Poorly maintained cycle paths * Provision of transport to hospitals poor from certain areas * Poor design of transport stations and stops – lack of shelters and seating * Poor driver skills and awareness e.g. not waiting to sit down, not stopping by dropped kerbs * Signage and time to cross road inadequate leading to confusion and stress * Shared spaces (traffic and pedestrians) perceived as dangerous for those with mobility and perceptual problems | * Social isolation increased if people have poor access to services * Increased reluctance to use public transport * Limitations to travel times * Limitations to travel times * Increased isolation because cannot find out information easily * Cost and unavailability may reduce travel choice * Journey made unpleasant * Reliance on poor services * Lack of trust in the service * Hard to maintain social networks * Travel becomes more difficult and represents a barrier * Service provision may fail to support journeys people want to make * Increases in confusion and isolation as key information is hard to find * Travel between services and making connections is difficult to maintain social networks * Lack of confidence to drive. * Health and safety , reduction in walking and cycling * Difficult to get to appointments, increased stress * Discomfort * Health and safety issues relating to bumps, grazes and strains * Stress in crossing roads, reduction in walking and cycling * Stress in crossing roads, reduction in walking and cycling, do not enter areas | * Increase accessibility, reliability and affordability of transport provision across the city * Develop new initiatives e.g. volunteer transport and incentivised taxi voucher schemes * Look at innovative ways to travel in the city centre, * Improve parking and drop off areas, * Improve the quality of transport information at all levels, * Develop schemes to improve driving confidence * More and improved pedestrian crossing e.g timing, audio etc * Increase and improve cycle lanes |

**Age Friendly Coventry Themed action plans**

The themed action plans which list the projects/initiatives/actions to be taken forward as a result of the consultation findings are included here below. The themed action plan make up the overall age friendly development plan.

**Social Participation Theme Group Action Plan:**

| **Projects/Initiatives** | **Details** | **Outcomes/ measures** |
| --- | --- | --- |
| Locally based volunteer Good Neighbours scheme. | Increasing supportive one to one contact with the most isolated older people  Raising awareness of local activities; supporting and encouraging more people to join in | * Volunteers recruited * Local people & organisations involved * Older people engaged with |
| Local social groups  (Good Neighbours) | Collate detailed information on range of types of groups across the city, publicise (linking with Comms & Info Theme Group)  Identify gaps and plan to fill them | * Local easy read and detailed information guides for older people to know what’s going on in their area * New volunteer led groups set up to fill gaps; existing groups’ capacity increased where needed |
| Identification of most lonely older people to help target above projects | Age UK Loneliness mapping tool | * Baseline data to inform prioritisation of areas to work in |
| Seldom Heard Voices  (older people introduced to IT by volunteers) | Upscaling of current pilot through increased funding opportunities / bid submissions | * More older people digitally included and can use IT for social gains. |
| **Projects/Initiatives** | **Details** | **Outcomes/ measures** |
| City Centre seating and toilets | Map the location of benches in the city centre and promote these on the information totems in the city centre. | An increased number of older people coming into the centre and walking around the city to access community facilities. |
| City Centre – informal meeting venues (places where older people are welcomed and can meet others for a chat) | Work with local cafes, pubs and restaurants to identify the most age friendly.  Encourage others to become more age friendly.  Maybe award Age Friendly logo?  Mapped and promoted e.g. totems. | Increased number of older citizens accessing restaurants, cafes and pubs as informal meeting points |
| Affordable activities  (link with VIP card) | Identify concessions for older people by working with providers.  Promote via AFC C& I theme group | Increased number of older people engaging in social activities following an increase in concessions for activities in the city. |
| Seating in neighbourhoods | Map benches in neighbourhoods/localities and develop walking maps  (e.g history walks) | An increased number of older citizens walking in their localities |
| **Projects/Initiatives** | **Details** | **Outcomes/ measures** |
| Creative Gymnasium | Community theatre / drama groups, including a project for people with dementia | Older people involved in arts and drama, and reporting improvements in their health and wellbeing. |
| Volunteering | Upscaling numbers of older people volunteering in the city | Increased number of older volunteers |
| Volunteer led social / activity groups | Increase the number of older volunteers to establish and maintain their own social groups. Ensure these are included in local information resources | An increased number of volunteers setting up their own social groups |
| Visual Art project for people with dementia and their partners / family carers | Pilot event | Increased number of older people with dementia accessing the activity, reporting a sense of positive stimulation |
| Physical Activities | Range of groups and classes for all levels of ability.  1:1 sessions at home for people with long term conditions | Increased number of older people engaged in physical activities, leading to improvement in health. |
| Older People’s Gym | Range of equipment at Alma Building to be used for exercises that benefit and appeal to older people | Increased number of older people using a gym, leading to improvements in health. |
| Arts & Crafts | Range of different activities and groups across the city | Increased number of older people accessing social activities leading to increased number of social networks and reduction in isolation and loneliness. |
| Digital Inclusion | Develop a range of opportunities to learn how to use IT- 1:1 at home; libraries; AUKC Craft & Computer Centre; explore use of schools  (see also below) | Increased number of older people accessing digital opportunities, which improves social networks and daily living |
| Cinema One at Coventry University | Explore opportunities for older people to use | More older people involved in cinema and social activities to increase social networks. |

| **Projects/Initiatives** | **Details** | **Outcomes/ measures** |
| --- | --- | --- |
| IT learning | Expand Gen 2 Gen | Increased number of older people accessing digital opportunities, which improves social networks and daily living |
| Time Bank | Develop a time bank (buddy scheme) to match older people to younger people on the match making portal. | Increased number of older people volunteering and or befriended, leading to reduction in isolation and loneliness. |
| BME communities | Identify funding through a potential heritage lottery funding bid to develop an intergenerational model that creates a reciprocal support between young and older black and minority communities | Bonding over shared experiences of older and younger people.  Younger People will become buddies for the older group – breaking down barriers. |
| Schools | Develop work to link older people / older people’s groups with schools for one off events or regular volunteering | Breaking down stero types between generations. |

**Communication and Information Theme Group Action Plan**

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| --- | --- | --- |
| **Projects/Initiatives** | **Details** | **Outcomes/ measures** |
| Develop local strategic partnership with provider organisations across the sectors. | Raising awareness of the Age Friendly initiative through meetings/presentations with local provider organisations across the sectors | * Wide awareness, support and involvement from partners with AFC across the City |
| Develop engagement with the corporate sector | Hold a corporate event specifically targeted to businesses to get them engaged with the programme. | * Corporate business engaged in the Age Friendly initiative |
| National and international  research programmes and  Networks. | Develop partnership with a series of research, policy and programme partnerships related to age friendly cities | * Coventry establishes itself at a national and international level as a leading city in developing a comprehensive strategic age friendly programme * Develop collaborative partnerships which leads to |
| Develop an Age Friendly Website | Improve the content of the website | * More users access the website for information related to the programme |
| Encourage retail businesses to introduce a more age friendly environment. | Develop and introduce an Age Friendly Business scheme which provides an Age Friendly Kite Mark award for those that meet the criteria of the scheme. | * Retailers/organisations make changes to become more age friendly and thereby encourage and attract older consumers. |
| Promote social inclusion of older people at a city level | Introduce an age friendly category in the annual cohesion awards | * Older people feel valued and a key part of the city. |
| **Projects/Initiatives** | **Details** | **Outcomes/ measures** |
| Promote activities and support services available from partner organisations | Hold two one off events annually in the city, one being international older people day. | More older people are informed of the support services available |
| Promote services available in the city to support older people | Update and develop the Older People Guide – which is a co-ordinated resource for older people services and produce and disseminate paper copies | * A co-ordinated centralised information booklet/guide is available; listing services to support older people is available. |
| Promote community activities in neighbourhoods | Compile and promote a social activities directory for older people in neighbourhoods and publicise a paper/online version, (ensuring where relevant it is linked to other Community Activity Directory’s in the city and promote also through the schemes e.g Good Neighbours). | * Increase in the number of older people engaging in social activities. |
| Capturing feedback on health and social activities and support services | Develop and promote mechanisms for older people to share their views, thoughts on local activities and how they can be improved and developed. | * Feedback on activities from older citizens is captured and is used by the theme groups to further develop activities to meet needs/encourage participation. |
| Build on existing structures to develop local age friendly citizens groups | Establishing three themed groups with COV members that support the development of projects and alongside the themed groups.  Obtain opportunities for COV to sit on design making groups of the council | * A citizens based approach to development of initiatives at grass root * Older people are involved in public matters |
| **Projects/Initiatives** | **Details** | **Outcomes/ measures** |
| Raise awareness of loneliness and isolation | Develop and deliver a campaign | * Raised awareness of isolation and loneliness amongst older people and reduce this through the delivery of the campaign |
| Older Citizens to take a greater role in supporting their communities. | Recruit 20 older people champions across the city/neighbourhoods and align to good neighbour’s scheme and to support older people to improve their health and wellbeing. | * Older people have access to information and support through trusted individuals. * Dissemination of information and support services |
| Raise awareness of active ageing. | Develop an training course/module which is delivered to organisations to promote active ageing to their older workforce as part of retirement planning.  Incorporate Active Ageing module in retirement planning courses across the city. | * More people are ready for retirement and actively take steps to age actively. |
| **Projects/Initiatives** | **Details** | **Outcomes/ measures** |
| Capturing positive new stories of older people in neighbourhoods | Recruit and train 10 older people to be community journalists/researchers. | * encouraging more active ageing and participation |
| Seek more opportunities for older people/new stories to feature onto the local radio stations. | An increased number of opportunities secured for older people to feature on the radio/and or news stories promoted. | * Media protocol to be produced * Positive promotion of older people * Older community researchers communicating news stories through news channels/ media across the city |
| Promote positive images of older people across the city | Develop a photo library and promote this through a number of mediums across the city | * Increase social inclusion of older people in the city. * Older people feel more positive about their age/contribution |
| **Projects/Initiatives** | **Details** | **Outcomes/ measures** |
| Ipad Cafe | Older people can bring in their tablets, smartphones etc for advice and support with issues | * Increased number of older people are supported to digitally literate |
| Expand Gen 2 Gen Model from Central Libraries to other public libraries | Coventry Student Volunteers matches to support older people to use IT in public libraries | * Increased number of older people digitally literate and using computers confidently |