

Building an Age Friendly Salford 2018-2021

How Age Friendly are we?



Salford City Council

Executive Summary

This baseline assessment sets out the work carried out across Salford neighbourhoods to achieve the planning and implementation of the WHO Age Friendly methodology to date.

This baseline assessment examines the age-friendliness of Salford across eight key areas:

- Outdoor spaces and buildings
- Transportation
- Housing
- Social participation
- Respect and social inclusion
- Civic participation and employment
- Communication and information
- Community support and health services

This is the start of a local conversation and considers:

- What are Salford's strengths and areas for improvement?
- What progress have we already made?

It is a working assessment that will require updating to reflect change. It has and will continue to have the input of local residents, service users and providers, professionals, volunteers and community organisations

Salford is an AFC and Salford City Council working with older residents and other key local organisations is now committed to making this a reality. Making cities and communities age-friendly is one of the most effective local policy approaches for responding to demographic ageing. Older people are net contributors to the economy and cities who take an Age Friendly approach can benefit from the contribution of older people locally.

This document should be read in conjunction with:

Appendix 1: Understanding the Salford context – where is Salford now?

Appendix 2: Stakeholders engagement.

These three documents form an outline of the work that has been conducted since becoming an Age Friendly City and future plans to continue this local work, including developing a three year action plan.

Message from the City Mayor

I am proud that Salford is at the forefront of the Age Friendly City movement. We are currently only one of two Local Authorities in Greater Manchester to have gained Age Friendly City Status from the World Health Organisation. Being an Age Friendly City supports my priorities to create a better and fairer Salford.

As more people live to their 100th year, it is important that we respond and supports our older people. Making cities and communities age-friendly is one of the most effective local policy approaches for responding to demographic ageing. An Age Friendly City encourages active ageing by optimising opportunities for health, participation and security in order to enhance quality of life as people age. We will be adapting structures and services to be accessible to and inclusive of older people with varying needs and capacities to enable them to play a full part in life across the City.

Since 2015, Salford City Council has been working with the voluntary sector to involve local older people in understanding what would help them to Age Well in Salford, their engagement has co-produced the priorities feeding in to this report. We will continue to work together with older people and key stakeholders to create solutions to the priorities raised, older people have a very valuable contribution. The Salford approach aside from being very much a local partnership structure also links to the Greater Manchester Age Friendly Region and the UK network of Age Friendly Communities.

Over the next 3 years we will address the priorities raised and ensure Salford is a more Age Friendly City – enhancing the quality of life as people age, improving their health, participation in social activities and contribution to society. This will support the people of Salford to remain more independent for longer. Evidence from other Age Friendly Cities globally, highlights benefits reach well beyond older people impacting on the whole community.

I am pleased to support the Age Friendly City Baseline plan and the development of the Salford Age Friendly Action Alliance to deliver priority actions on this important agenda.

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Background

Across the United Kingdom there is a growing network of cities working towards becoming Age Friendly Cities (AFC). Salford is an AFC and Salford City Council working with older residents and other key local organisations is now committed to making this a reality.

The World Health Organisation (WHO) sets out some steps that a city needs to take, if it is to achieve its Age Friendly objectives. One of the most important is to do a baseline assessment of the age-friendliness of the city in eight key areas:



- Outdoor spaces and buildings
- Transportation
- Housing
- Social participation
- Respect and social inclusion
- Civic participation and employment
- Communication and information
- Community support and health services

An AFC benefits people of all ages, enabling people to actively participate in community activities. It is a place that:

- Treats everyone with respect, regardless of their age.
- Makes it easy to stay connected to those around you and those you love.
- Helps people stay healthy and active.
- Helps those who can no longer look after themselves to live with dignity and enjoyment.

WHO definition of an Age Friendly City

“An Age Friendly City encourages active ageing by optimising opportunities for health, participation and security in order to enhance quality of life as people age. In practical terms an Age Friendly City adapts its structures and services to be accessible to and inclusive of older people with varying needs and capacities” [Global Age-friendly Cities: a Guide \(WHO 2007\)](#).

WHO Age Friendly Cities and Communities Programme is an international effort to address the environmental and social factors that contribute to active and healthy ageing. The Programme helps cities and communities become more supportive of older people by addressing their needs across the eight key areas as outlined above.

Making cities and communities age-friendly is one of the most effective local policy approaches for responding to demographic ageing:

- The physical and social environments are key determinants of whether people can remain healthy, independent and autonomous long into their old age.
- Older people play a crucial role in their communities - they engage in paid or volunteering work, transmit experience and knowledge, and help their families with caring responsibilities.

These contributions can only be ensured if they enjoy good health and if societies address their needs.

The Age Friendly methodology outlined in diagram 1 below has been used to steer the AFC programme in Salford. These documents set out the “engage and understand” and “plan strategically” elements of the methodology to enable the “act and implement” and “evaluate” elements outlined in diagram 1 below to be used over the next three years to monitor progress.

Diagram 1 Age Friendly Methodology

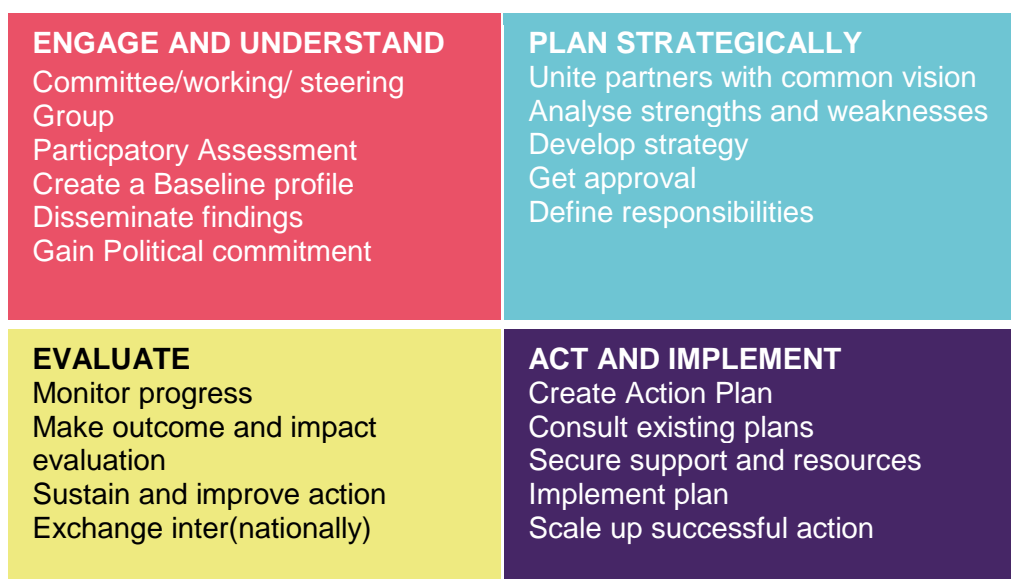


Table 1 World Health Organisations Implementation timetable

| | | |
|----------|--|--|
| 1 | Planning (Year 1-2): | <ul style="list-style-type: none"> - Establishment of mechanisms to involve older people throughout the Age-friendly City cycle. - A baseline assessment of the age-friendliness of the city. - Development of a 3-year city wide plan of action based on assessment findings. - Identification of indicators to monitor progress. |
| 2 | Implementation (Year 3-5) | On completion of stage 1, and no later than two years after joining the Network, cities will submit their action plan to WHO for review and endorsement. Upon endorsement by WHO, cities will then have a three-year period of implementation. |
| 3 | Progress evaluation (end of year 5) | At the end of the first period of implementation, cities will be required to submit a progress report to WHO outlining progress against indicators developed in stage 1. |

Developing the Age Friendly Cities base line plan

An age-friendly city emphasises enablement rather than disablement; it is friendly for all ages and not just “elder friendly” (WHO: Global Age-Friendly Cities: A Guide. 2007) by creating:

- Barrier-free buildings and streets enhance the mobility and independence of people with disabilities, young as well as old.

- Secure neighbourhoods allow children to establish a habit of active lifestyles that can stay with them into adulthood. They allow young and old to venture outside in confidence to participate in physically active leisure and in social activities.
- The whole community benefits from the participation of older people in volunteering or paid work.
- The local economy profits from the patronage of older adult consumers.

The initial programme stakeholders; lead partner organisations across Public Health in the City Council, Salford Voluntary Sector Organisations and Salford Clinical Commissioning Group have undertaken the first steps as set out in the WHO programme for developing a Age Friendly City including:

- Submission by the City Mayor to the World Health Organisation to formally sign up to becoming an Age Friendly City and to join the global network.
- Secured formal sponsorship of the approach through of the Health and Wellbeing Board Structure.
- Engaged older people in the development and shaping of the base line plan, including representation on the developing governance arrangements.
- Development of an Age Friendly base line assessment with a focus on key themes that are most important to stakeholders.
- Secured funding to support local innovation/co-production in the wards of Broughton, Seedley and Weaste and Langworthy.
- Started to identify and submit funding bids to funders/trust to increase funding in the City related to Age Well.

Salford City Mayor's priorities

The Salford Age Friendly City approach will help to deliver the Salford City Mayor's priorities, these are outlined below:

- **Tackling poverty and inequality** – Significant levels of poverty continue to exist in many parts of Salford. Working with our partners, we will take action to make things better for the many households struggling to make ends meet. We must also look to prevent people from falling into poverty in the first place, building on what we know is already working, as well as developing new ways of doing things.
- **Education and skills** – Developing skills and a strong education offer. We want productive local jobs with real career progression and opportunities to develop skills and talents.
- **Health and social care** – Working with our partners to improve health and wellbeing.
- **Economic development** – Investment that provides jobs with decent wages. We will use our power and influence to target employers who have a commitment to giving something back in return – those who offer local jobs, look after their employees and pay them well.
- **Housing** – Tackling soaring rents and a lack of affordable housing.
- **Transport** – Connecting affordable transport with jobs and skills.
- **A transparent effective organisation** – Delivering effective and efficient council services.
- **Social impact** – Using social value to make the most difference in Salford. Making sure council money gets the most 'bang for its buck' for Salford residents

GM Age Friendly Strategy 2017-2020 Indicators (Draft currently).

The Salford Age Friendly City approach will help to deliver the Great Manchester Age Friendly Strategy Indicators, listed below:

Economy and work

- Employment rate of those aged 50-64 is comparable to national average
- Variation of the economic participation rate across GM
- Number of those aged 50-64 who are in training or volunteering

Age Friendly Places

- Percentage of people who describe their area as being age-friendly
- Number of participants in age-friendly neighbourhood programmes
- Public and private partners signed up to being age-friendly

Healthy Ageing

- The proportion of adult social care users and carers who have as much social contact as they would like
- Rates of over 50 GM residents who are “active” or “fairly active”
- Hospital admissions due to falls amongst GM residents aged over 65

Housing and planning

- Rates of new housing complying with lifetime principles
- Neighbourhood plans reflect age-friendly principles

Transport

- Public transport satisfaction levels amongst older people
- Use of the older person’s concessionary pass
- Number of older people signing up for cycle training and guided walks

Culture

- Membership of the Culture Champions groups and level of cultural activity led by older people
- Participation in a range of cultural activities and programmes
- Cultural organisations and artists engaging in the age-friendly programme

Salford model

The involvement of older people in age-friendly initiatives is a key condition to membership in the WHO Global Network of Age-friendly Cities. It includes their consultation in community age-friendly assessments so that older people’s views serve as a source of information for setting priorities for action.

Older people involvement and engagement is central to Salford’s model. This includes their voice in community age-friendly assessments supporting priorities for action. To ensure as many views as possible could be heard in developing the base line plan a variety of engagement activities have taken place between 2014 – 2017, this is outlined in appendix 2.

Building on these views and national and local data Salford has developed four Age Friendly Visions which map across the WHO domains and link to the GM Age Friendly Strategic priorities:

| | |
|---|---|
| Vision 1: Older people are able to feel safe and travel to places which help keep them healthy and engaged: | |
| WHO Domains | GM Age Friendly Strategic priorities |
| <ul style="list-style-type: none"> • Physical environment and outdoor space • Transport • buildings, and housing | <ul style="list-style-type: none"> • Housing and planning • Transport |
| Vision 2: Older people are able to access information and services to keep them healthy. | |
| WHO Domains | GM Age Friendly Strategic priorities |
| <ul style="list-style-type: none"> • Communication • Access to health and community services | <ul style="list-style-type: none"> • Healthy Ageing |
| Vision 3: Older people feel respected and included in neighbourhood activity to keep them healthy and engaged | |
| WHO Domains | GM Age Friendly Strategic priorities |
| <ul style="list-style-type: none"> • Taking part in social activity, learning and culture • Ensuring the views of older people are listened to and valued | <ul style="list-style-type: none"> • Age Friendly Places • Culture |
| Vision 4: Older people are able to access opportunities for paid and unpaid work as well as ensure their voice is heard. | |
| WHO Domains | GM Age Friendly Strategic priorities |
| <ul style="list-style-type: none"> • Participating in neighbourhood life | <ul style="list-style-type: none"> • Economy and work |

Age Friendly City domains

The follow section sets out the views of older people, current strengths and challenges and examples of what has been achieved through a case study using the WHO domains. Further examples of what has been achieved so far (November 2017) can be seen by watching [Age-friendly-salford](#) video.

1, Outdoor spaces and buildings

Older People's Voices

Older people across Salford mentioned the following priorities in relation to this domain; more benches and seating to be available; reduce Anti-Social Behaviour; improved access to public toilets; better maintained pavements; to feel safer when they are out and about in the neighbourhood; better crossings on roads; less litter/fly tipping. We need more places to meet; ensure public buildings are welcoming and accessible (see Appendix 2 for more details).

Strengths

Over the last five years (2011 – 2016) crime in Salford has fallen by over 21%, which equates to over 4,000 fewer victims of crime. In the last three years the levels of recorded crime have begun to rise nationally but in Salford we have maintained a small reduction in crime of 3% and, compared to Greater Manchester, we have reduced levels of violent crime, domestic burglary and other crimes that matter most to people.

Recycle and Reward is a scheme run by Salford City Council to help increase recycling in Salford. The scheme rewards clubs, charities, groups and organisations in local neighbourhoods. Each month, there is a list of 'good causes' to vote for in each area of the city. The ones with the most votes in each of the areas will win their reward if recycling in that area has increased from the previous month.

Challenge

Salford could benefit from more traffic calmed streets, cleaner air and green space, as well as the availability of well-maintained and uncluttered pavements, access to toilets and benches in public areas. These are all important in supporting older people to live healthy independent lives.

Case Study

Weaste Social group have a successful working partnership with Urban Vision (Urban Vision Partnership Limited is a joint venture company between Salford City Council, Capita Symonds and Morrison Highway Maintenance with a remit to manage, protect, maintain and enhance development within the city) to make changes that matter to local people such as introducing new litter bins to keep their community tidy and adding double yellow lines to prevent cars parking on pavements which has caused problems for older pedestrians.

Sheryl an older resident said *'the drop kerbs make a big difference to people with mobility issues – not just older people but people with prams. Eric an older resident added 'it makes it easier to get to my doctors and I can now get to the shops which I couldn't before'* Sheryl said *'as an individual it can be hard to get things to change but as a group people listen and take on board what we say'*.

2, Transportation

Older People's Voices

Older people across Salford mentioned the following priorities in relation to this domain; cars parked on pavements; better bus connections and drivers considering Older People; better signs at bus stops for older people; some health services are not public transport accessible; lack of bus shelters and seats at stops; no lift at Moorside train station; distance from home to the nearest bus stop (see appendix 2 for more details).

Strengths

The developing neighbourhood model for integrated care in Salford means that local health and other services will be closer to people's homes, rather than only being provided in hospitals. This should enable better local access and reduce the demand for public transport.

Older people are now working at GM level by attending the GM transport forum to raise issues and work with partners to find solutions. This work is being led through the Ambition for Ageing and GM Ageing Hub.

Challenge

Salford faces many transport challenges. The Salford Transport Strategy aims to provide more transport choices for all those who travel in Salford by supporting the creation of a fully integrated transport system, reducing the need for interchange and supporting sustainable travel solutions.

Interchange is often perceived as a barrier to movement and a number of key destinations for Salford's residents could still be considered hard to reach which can be a barrier for older people who rely on public transport to move around the city.

More bus shelters and seats are needed across the city and timetables could be in a more accessible format.

Case Study

Older residents had raised concern that the new Tesco store had a bus shelter on the side of the road where the store was located but only a bus stop on the other side of the road. This meant that when arriving at the store people were warm and dry but they then had to wait in the cold and wet for a bus to take them home. They raised the issue with Salford City Council and the issue was taken to the local Community Committee meeting. Each Community Committee holds a highways budget which can be used to support resident priorities. Due to the older residents raising their concerns the bus stop now has a bus shelter to keep people warm and dry once they have finished their shopping. Whilst this was an issue raised by older people the bus shelter benefits the whole community.

3, Housing

Older People's Voices

Older people across Salford mentioned the following in relation to this domain; fill empty properties, too many are empty; people wanted to be able to live in their own home (the place many had lived all their lives) and would like better information about support available to manage this when they have additional needs. They would also like advice on how to manage day to day cost of living and equipment needs (see Appendix 2 for more details).

Strength

Salford has a high level of falls in older age which can prevent people from staying in their own home. A falls prevention pilot has secured funding through the integrated care programme with a focus on decreasing the number of people at risk of falls and improving the current pathway when people have a fall. The community element of the programme includes an increase in physical activity classes: postural stability and maintenance step-up classes to improve older people's strength and balance. There is also an education element which will include recruitment and training of 200 volunteer falls champions.

Helping Hands is funded by Salford City Council to providing a reliable, affordable and trustworthy minor repair service, particularly to disadvantaged and vulnerable people.

Challenges

Private rented - Although there are good private landlords, some of the poorest housing conditions are to be found in the private rented sector and older private tenants are often reluctant or unable to enforce their right to repair through fear of eviction or confrontation. This is disproportionately true of the over 75 year olds where 9.5% aged 75 to 84 and 15.1% aged 85+ (compared with 7.7% and 11.4% nationally) rent from private landlords.

Owner-occupier - A proportion of the older owner-occupiers will have difficulties maintaining their homes, some of which are in poor condition and lack central heating. There are significant levels of older owner-occupiers living in houses who will require equipment and adaptations as they become less mobile. There are significant levels of owner-occupation in areas with high Black Minority Ethnic (BME) populations. BME groups have generally lower levels of awareness of the services that are available to help them remain independent.

There will continue to be a need to provide a wide range of housing choices for older people as more and more people are living longer and moving later in their life to housing with various levels of support.

Case Study

C is 71 years old and lives in a tower block in Eccles. She received a tablet in January 2017 after completing a Tech and Tea course. Since receiving the tablet she has begun to learn how to do arts and crafts. "When the football was on, I used to have to sit with my husband and watch it. Now I go in the other room and go on YouTube. I really like The Craft Channel and I've begun to make birthday cards and even done some knitting". Word has spread around her neighbours that she makes special birthday cards and they have asked her to make some for their family and friends. "It's become a conversation starter and a great way to get to know my neighbours. Plus it gives me a bit of money too!"

4, Social participation

Older People's Voices

Older people across Salford mentioned the following priorities in relation to this domain; leisure centres could be more accessible; community group rooms high is expensive; more intergenerational activities are needed; retirement planning support; where to find information about activities taking place in the local community (see appendix 2 for more details).

Strengths

In December 2015 7,168 assets had been mapped by Salford City Council: 590 community resources were identified (including 163 places of worship; excluding schools and colleges). Over 20 provide services across the city. Some provide services for more than one protected characteristic (e.g. the Young People's Disability Group is in place for both Age – Young People and for Disability). This asset mapping exercise reveals 53 resources across Salford specifically in place to support older people, and includes citywide services, for example Age UK Salford.

Older people have been working with Salford City Council to help develop the on-line My City Salford tool which will enable people to access information about what is happening in Salford. The tool is due to go live in 2018.

Challenges

Those older people who are living alone, not known to services and are not taking part in local activities may be very socially isolated but not known about and those recently bereaved can become socially isolated in the future.

Case Study

Through Ambition for Ageing Incredible Education a local social enterprise awarded funding to support seven older persons green and grow projects. The projects were based in:

- Moorside House - extra care facility
- Sports Village – community sports centre
- Critchley Café – café and meeting space used by older people
- Roman Court and Monic Court – Sheltered housing schemes
- Old Lane Resource Centre – community centre
- Astley Court – Car home

Each group developed their own green and growing project but as the work developed there was an opportunity for the groups to come together or go to other sites for the exchange of idea. This enabled people to share skills and knowledge and meet new people. The groups are continuing to meet up and have been on a visit to RHS Harrogate and come together to create Christmas wreaths, they have also helped to create a green and growing tool kit so others can set up their own project. They are now working on developing their technology skills as they have set up a Whatsapp group to keep in touch with each other over the winter months and share top tips. Jennifer who attends the sports village group said "I have made new friends and get out of the house more and I feel valued".

5, Respect and social inclusion

Older People's Voices

Older people across Salford mentioned the following priorities in relation to this domain; make community committees less intimidating and dominated by the same few individuals; they feel that views are not acted upon; more notice boards; they feel more isolated in the winter months (see appendix 2 for more details).

Strengths

Two older people's networks have been set up in Salford as a result of the older people's consultation on Age Friendly Cities, supported by Inspiring Communities Together and Age UK.

The small scale investment funding available through the Ambition for Ageing programme has enabled older people to access funding to develop their own projects.

Tech and Tea has been commissioned through Public Health to develop a programme of informal digital skills development across Salford for residents over the age of 65 years alongside helping individuals identify ways in which they can improve their own health and well-being. The programme is being delivered by the Salford 3rd Sector Consortium and managed by a local Salford Charity – Inspiring Communities Together (ICT)

Challenges

Ageist attitudes are still prevalent in society and can have a corrosive impact on how older people feel about themselves and their place in the local community. Challenging ageism is a key strand of our strategy to become more Age Friendly. If people can maintain independence through supportive environments, there is less need for them to require services however having insufficient support can limit coping and lead to premature moves to more restrictive care settings.

Case Study

The benefits of technology is not simply access to technology but more specifically how technology can foster improved social interaction, engaging older people in their communities and promoting high quality face-to-face contact. Tech and Tea has been commissioned through Salford Public Health team to develop a programme of informal digital skills development across Salford for residents over the age of 65 years alongside helping individuals identify ways in which they can improve their own health and wellbeing. An evaluation report completed by Salford University in 2017 identified that *attending the course had opened up a whole new perspective for the participants they felt more connected to the outside world, through making contact with family and friends, meeting new people on the course, making new friendships, which were continued outside of the group. Some participants had progressed to other volunteering opportunities. Overall using computers was seen as a necessity in an increasingly digital society.*

6, Civic participation and employment

Older People's Voices

Older people across Salford mentioned the following in relation to this domain; some buildings are not scooter accessible; most information is online not everyone is tech savvy; there is a lack of volunteering for people with Learning Disabilities; employers need to value older people; businesses do not value older people as customers (see appendix 2 for more details).

Strengths

There are an estimated 1,513 organisations working in the VCSE sector in Salford. 24% of these have a focus on older people. There are many volunteering opportunities for a very wide range of organisations for local older people.

In Salford there are 46,800 volunteers or committee/ board members in the VCSE sector's workforce in Salford in 2016/1720. This includes:

- 36,500 volunteers
- 10,400 committee/ board members
- Representing 15 per cent of Salford's total population (245,600).

Challenges

According to “*Addressing worklessness and job insecurity amongst people aged 50 and over in Greater Manchester*”, Centre for Ageing Better (November 2017), there are number of challenges for people over 50 in staying in or regaining employment these include:

- **Health and caring:** most participants reported one or more health issues (often both physical and mental), and many also reported caring responsibilities, for many both of these apply.
- **Employability:** over 50s typically have lower levels of skills and formal qualifications, and existing skills support are disjointed and not accessible or suitable for this age group. It was often felt that services and employers failed to recognise the skills and experience over 50s have that aren't necessarily formally accredited.
- **Institutional ageism:** perceived ageism amongst services and employers was commonly reported. There was a sense that employers were reluctant to employ older workers.
- **Internalised ageism:** the challenges faced in accessing work and the perceived reluctance to employ older workers left many feeling they were 'too old to find a job' despite in many cases being over ten years away from state pension age.

Case Studies

Susan volunteers over 25 hours per week providing personal support and friendship to some and encouraging groups to influence for better services and activities for older people. Now involved with Salford's Big Lottery programme to reduce loneliness and social isolation she attends the Greater Manchester Older People's Network and has an active interest in providing better transport, easier access to culture, better use of green spaces and affordable suitable housing which she knows can be problematic for older people.

To quote Susan "I'm amazed how my life has changed since I became involved with Ambition for Ageing. It has made me realise how valuable older people can be in society and we clearly have a purpose and a part to play in making our region a better place in which to live that will benefit future generations".

7, Communication and information

Older People's Voices

Older people across Salford mentioned the following priorities in relation to this domain; involve older people in local public services in an accessible way; there are too many leaflets, I find out using internet; more access to IT support; changing attitudes and perceptions of older people from one as a burden in society to being an asset (see appendix 2 for more details).

Strengths

Salford Voluntary and Community Sector works very closely with the Salford Population and they support the public sector with their consultation work. In relation to Older People there is a community assets work stream which includes Wellbeing champions, Tech and Tea for older people, Ambition for Ageing and Age Friendly Cities Work. Inspiring Communities Together lead the Community Assets work and working with Salford Age UK they consulted widely with Salford's older population on how Age Friendly Salford is currently see Appendix 2.

Many well attended community events are also offered regularly e.g. every year on Older People's day in Salford a celebration event for older people is organised, over 100 older people attended in October 2017 to try some fun activities they could take part in locally, share lunch and receive some low level education messages such as a falls prevention video.

Salford has an Ageing Well communications group, led by the CCG, which has most recently had campaigns to promote flu vaccinations and is currently working on falls prevention.

Challenges

One of the national as well as local challenges is the negative media portrayal of older people in relation to them being a major cost to the health and social care system. More websites and printed literature need to be in plain English with appropriate text sizes for an older audience to support access to information.

Services and information are moving towards being online, not all older people are accessing these. A number of initiatives are running in Salford to support greater numbers of older people to get online, be able to use technology to their advantage and to support to buy technology.

Case Study

Joy, 58, developed dementia in her 40's and turned her feelings of despair on their head to become a full time dementia activist, locally and nationally. She works tirelessly to raise awareness of the lives of hundreds of younger people living with 'young onset dementia'. On diagnosis in 2013, Joy's first action was to encourage nearly every shop in Eccles to become dementia-aware, winning the backing of Salford City Council to pursue a goal of making Salford Britain's most dementia-friendly city. Joy is now the driving force behind INSPIRE* a joint collaboration between *Age UK* Salford and the University of Manchester to raise awareness around dementia with local campaigns, training, events and peer to peer support. Joy says 'being outspoken has got me into hot water but that's not going to stop me. I'm passionate about raising awareness and eliminating the stigma that surrounds dementia. There are an increasing number of people out there trying to live well with dementia, some of them don't have a voice or are unable to have their voice heard. At the risk of being labelled Gobby I intend to be their voice for as long as I have capacity'.

(INSPIRE is supported by the Economic and Social Research Council and the National Institute for Health Research).

8, Community support and health services

Older People's Voices

Older people across Salford mentioned the following priorities in relation to this domain; Improve knowledge of how to look after myself; health centre receptionists not always helpful; One telephone number of find out further information; Hospital discharge without appropriate care/support package (see appendix 2 for more details).

Strengths

In Salford adult services have an integrated pooled budget meaning health and social care services and associated workforces are working closely together, with services working towards being delivered locally where possible. Salford is recognised as one of the areas leading this work nationally. The Integrated Care Organisations newly developing Neighbourhood model will help to bring health and social care services into Neighbourhoods rather than services having one geographical base remote from some areas of the borough.

Challenges

Salford has ageing population and it could be argued a prematurely aged population. Due to health inequalities many of our population have long term conditions earlier and die from these younger than other wealthier parts of the country. The age of onset of multiple illness in those in the poorest groups is 10-15 years earlier than those in the most affluent. These morbidities can prevent people from working as they get older, meaning they are unemployed long before retirement age.

With an increase in the older age population comes an increase in the number of people living with dementia, osteoporosis and other age related conditions.

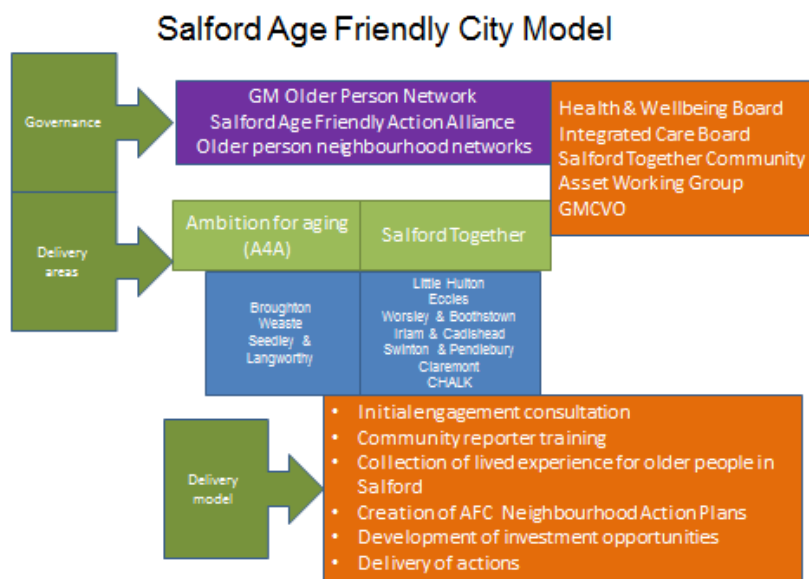
Case Study

Volunteer Wellbeing Champions is the community asset model which supports older people to support their own and others health and wellbeing. The volunteers use wellbeing behaviour change messages across the community assets work programme and within neighbourhoods through the use of the wellbeing plans (five ways to wellbeing tool). Three volunteers at The Broughton's care home have completed weekly volunteering sessions of approximately 3 hours since their induction in July 2017. One volunteer has found her own niche volunteering activity in the care home, starting to paint the nails of residents whilst engaging them in conversation. She commented that painting nails acted as a conversation starter and the residents have then had conversations with her about their past, their families, their likes and dislikes and their experiences of womanhood. The residents seem to have found the experience good for their wellbeing; allowing them time for friendly conversation, to feel their needs are paid attention to and to feel a bit pampered too.

Monitoring and overview of the approach

The whole programme of work will be overseen and monitored through a network of engagement mechanisms at neighbourhood level through the neighbourhood networks, at a city wide level through the Salford Together Integrated Care model and the Health and Wellbeing Board and at a Greater Manchester level through GMCVO as well as feeding best practice back through the GM Ageing Hub and the Centre for Ageing. As the programme develops the neighbourhood networks will start to build their own city wide structure the Salford Age Friendly Action Alliance, engaging key partner organisations who can support with delivering an AFC and local older people.

Figure 2 Salford Age Friendly City Model



Health and Well Being Board - Salford Health and Well Being Board has the responsibility for ensuring Salford supports all residents to stay healthy and well with an emphasis on community resilience. Regular updates will be provided to the Health and Well Being Board - Twice a year

Integrated Care Board - The Integrated Care for Older People Alliance Board has agreed that the Community Asset working group should progress with the Age Friendly City Model for Salford. Updates on progress will be presented through the Board - As requested

Salford Together Community Asset Working Group - This group has been the steering group for the Age Friendly Cities work for the last few years, this role will transfer to the new Salford Age Friendly Action Alliance outlined below – Monthly.

Salford Age Friendly Action Alliance - Salford Age Friendly Alliance will be the steering group to oversee the development and delivery of the AFC action plan. It will bring together older people and key partners - Four times a year once established.

Conclusion and next steps

Completion of this baseline assessment has involved collating findings from a variety of sources including; consulting key statutory, voluntary and private sector stakeholders; consultation events and surveys. The surveys do not claim to be a representative sample of the total older population of Salford but findings do provide a baseline in terms of raising issues and concerns from which to begin further discussions and debate about making Salford more Age-friendly.

The next steps will be to establish the governance arrangements outlined in this base line plan and develop the action plan to enable progress to be measured, including the setting up of the Salford Age Friendly Action Alliance.

As set out above through the Ambition for Ageing programme Salford already has a measurement tool (Appendix 2) to accessing how Age Friendly older people feel Salford is and we will continue to use this tool to see if the work developed over the next 3-5 years has a positive impact on how older people feel about living in Salford.

Age Friendly Salford Action Plan

Below is a preliminary action plan, a SMART action plan with timescales and leads etc. will be produced in agreement with the Salford Age Friendly Cities Action Alliance members when formed.

| Vision 1: Older people are able to feel safe and travel to places which help keep them healthy and engaged: | | | |
|---|---|--|--|
| WHO Domains | GM Age Friendly Strategic priorities | Year one actions | Indications |
| <ul style="list-style-type: none"> • Physical environment and outdoor space • Transport • buildings, and housing | <ul style="list-style-type: none"> • Housing and planning • Transport | Support older people to better manage their energy demands | Reduction in number of older people living in fuel poverty |
| | | Develop housing and planning principles for Salford which define what is life time housing | Rates of new housing comply with lifetime principles |
| | | Promote better information about housing options for older people | More older people staying in their own home or home of choice |
| | | Work with TfGM to ensure transport services are Age Friendly | Increase satisfaction with public transport by older people |
| Vision 2: Older people are able to access information and services to keep them healthy. | | | |
| WHO Domains | GM Age Friendly Strategic priorities | | |
| <ul style="list-style-type: none"> • Communication • Access to health and community services | <ul style="list-style-type: none"> • Healthy Ageing | Promote and support active ageing activity | Increase rates of over 50 years of age who are active or fairly active |
| | | Co-ordination of falls prevention in later life | Reduction in hospital admissions due to falls |
| | | Reduction in older people who are not eating well in later life | Reduction in hospital admissions due to malnutrition |
| | | Deliver city wide social prescribing model | More older people have increased social contact |
| | | Ensure people are supported to live well with Dementia | More older people can access support early |

Vision 3: Older people feel respected and included in neighbourhood activity to keep them healthy and engaged

| WHO Domains | GM Age Friendly Strategic priorities | Year one actions | Indications |
|---|--|---|--|
| <ul style="list-style-type: none"> • Taking part in social activity, learning and culture • Ensuring the views of older people are listened to and valued | <ul style="list-style-type: none"> • Age Friendly Places • Culture | Delivery of the Ambition for Ageing programme | Number of older people describing Salford as an Age Friendly City (base line set in year one delivery) |
| | | Establishment of Salford Older Person Action Alliance | Older people influencing strategies and decision which effect older people |
| | | | |

Vision 4: Older people are able to access opportunities for paid and unpaid work as well as ensure their voice is heard.

| WHO Domains | GM Age Friendly Strategic priorities | Year one actions | Indications |
|-------------------------------------|---|--|---|
| Participating in neighbourhood life | Economy and work | Promote economic and social case for recruitment and retaining older workers | Employment rates of those aged 50-64 is comparable to national average |
| | | Promote the benefits of employing older workers | Reduction in the number of people reporting institutional and internalised ageism |
| | | Value the role of older volunteers | Increase the % of older volunteers |

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Building an Age Friendly Salford 2018-2021

Appendix 1 - Understanding the Salford context – where is Salford now?

Salford City Council

**SALFORD
TOGETHER**
HEALTH & SOCIAL CARE WORKING
WITH YOU AND YOUR COMMUNITY

**INSPIRING
COMMUNITIES
TOGETHER**
**YOUR KNOWLEDGE, OUR KNOW-HOW
HELPING MAKE A DIFFERENCE LOCALLY**

**Salford
ageUK**

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Executive Summary

This aim of this section is to provide a summary of where we are now in Salford in relation to older people and to support the main “How Age Friendly Are We” Age Friendly Cities Baseline plan. This is by setting the context and providing relevant demographic information for Salford, Greater Manchester and the UK where relevant.

The content includes the National, Greater Manchester and Salford wide picture and our partnership approaches, key strategies and plans. The housing situation, transport plans and health and wellbeing information are also provided.

The local and regional partnerships and partners who support the Age Friendly City approach to Salford are also explained.

1 Setting the scene

The national picture

The population of the UK is rapidly ageing. There are currently as many people aged 60 and above as there are aged 18 and below. By 2024, more than one in four of us will be over 60. Our longer lives are one of society's greatest achievements. But while many already enjoy a good later life, others risk ill health, poverty and loneliness. At the same time, many in mid-life are struggling to get by and aren't in a position to think about or plan for later life (Centre for Ageing Better).

- 17 per cent of older people in the UK are in contact with family, friends and neighbours less than once a week, and 11 per cent are in contact less than once a month. Research over recent decades in the UK has found a fairly consistent proportion (6-13%) of older people feeling lonely often or always.
- Alzheimer's disease currently costs the NHS an estimated £20 billion a year.

Salford is one of the 10 districts that is part of Greater Manchester. In 2015 NHS organisations and Local Authorities signed a landmark devolution agreement (devolved budget) with the Government to take charge of health and social care spending and decisions in our city region.

The City of Salford is one of the ten metropolitan boroughs of GM. The current city boundaries were set as part of the provisions of the Local Government Act 1972 and cover an amalgamation of five former local government districts. It is bounded on the south east by the River Irwell, which forms its boundary with the city of Manchester and by the Manchester ship canal to the south, which forms its boundary with Trafford. The metropolitan boroughs of Wigan, Bolton and Bury lie to the west, northwest and north respectively. Some parts of the city, which lie directly west of Manchester, are highly industrialised and densely populated, but around one third of the city consists of rural open space.

Map 1: GM map highlighting Salford



At a Greater Manchester (GM) level, by 2036:

- 14% of the total population will be 75 and over, this is an increase of 75% from 2011 (from 221,000 to 387,000 people).
- An increase in older people in GM living alone, and at risk of social isolation and loneliness is forecast, with related impacts on physical and mental health and wellbeing, with people aged 75 and over at greatest risk.
- One in three men aged 75 will be living alone.

- An 85% (up to 61,000 people) increase in the number of people diagnosed with some form of dementia.

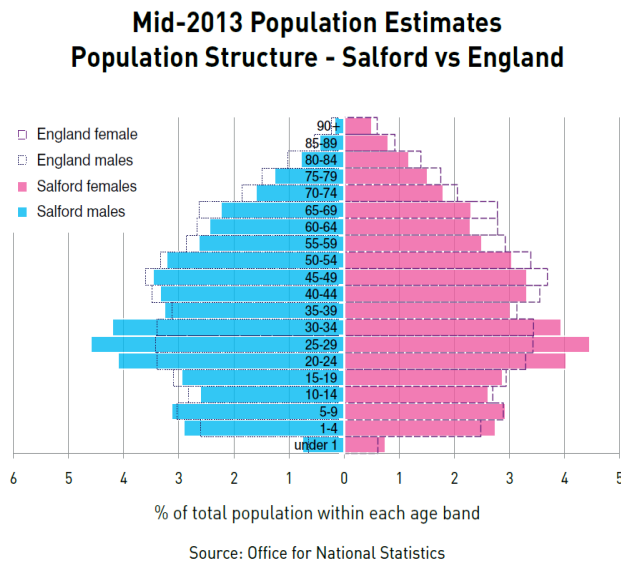
In Salford

Salford is a city which celebrates the role of older people. It provides support when needed to enable older people to live healthy, independent lives for as long as possible, and ensures that quality care and support is available when needed.

Currently in Salford there are more than 35,000 people aged 65 or older and this number is set to rise. Whilst many live active lives and bring a valuable resource to the city others have complex health and wellbeing needs.

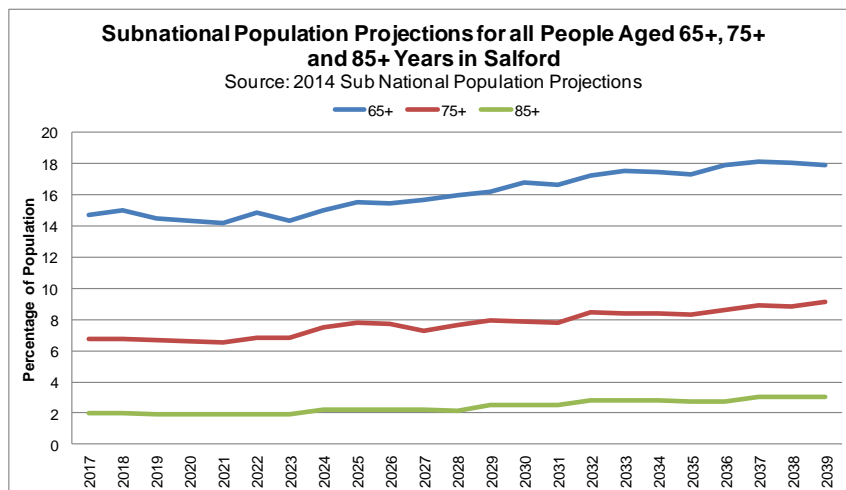
Salford has approximately equal numbers of female (117,151 = 50.08%) and male (116,782 = 49.92%) residents.

Figure 1: Mid-2013 Population Estimates Population Structure – Salford vs England

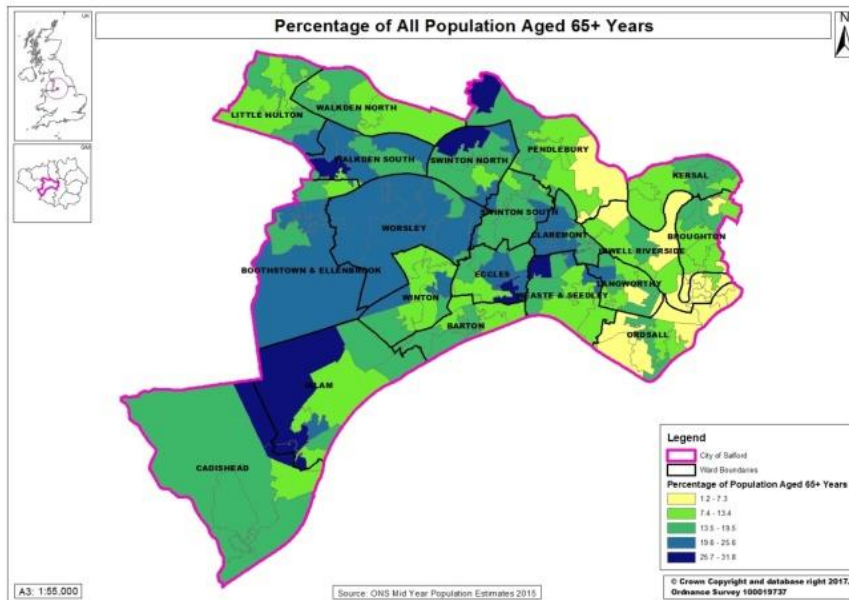


The life expectancy for a man living in Salford is 75.5 years and for a woman is just over 80.1 years. These life expectancies are both below the England average; around three and a half years for men and two and a half for women. There is variation across areas of Salford of around 12.6 years for males and 8.3 years for females

Figure 2: Sub-national Population Projections for all people Aged 65+, 75+ and 85+ Years in Salford shows that the overall picture is that Salford is going to experience an increasing ageing population over the course of the next 20 years:



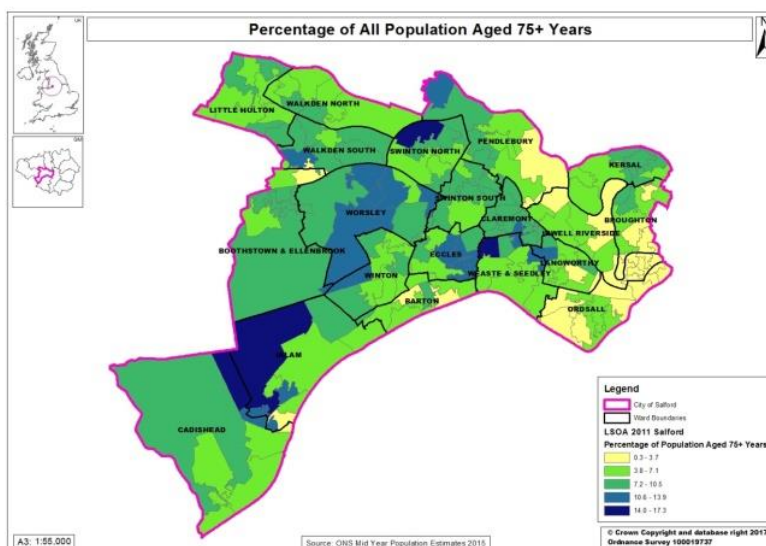
- People over 65+ years are expected to constitute 18% of Salford's total population by 2039 (rising from a low of 14% in 2021).
- By 2039 people aged 75+ years are expected to make up over 9% of Salford's population. This is an increase from approximately 7% in 2017.
- There is a slight increase in the number of people aged 85+ years, with an increase from 2% to 3% from 2017 to 2039.



Map 2: Percentage of All Population Aged 65+ years

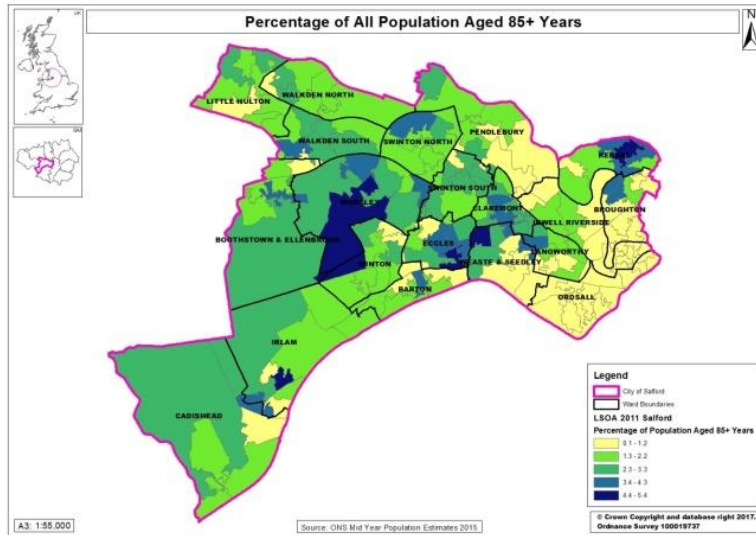
The largest concentrations of people aged 65+ years are located in: Eastern Pendlebury, Swinton North and Walkden South. There is a cluster located where the wards of Weaste & Seedley, Claremont and Eccles meet. Boothstow & Ellenbrook and Worsley show also fairly high percentages of 65+ populations.

Map 3: Percentage of All Population Aged 75+ Years



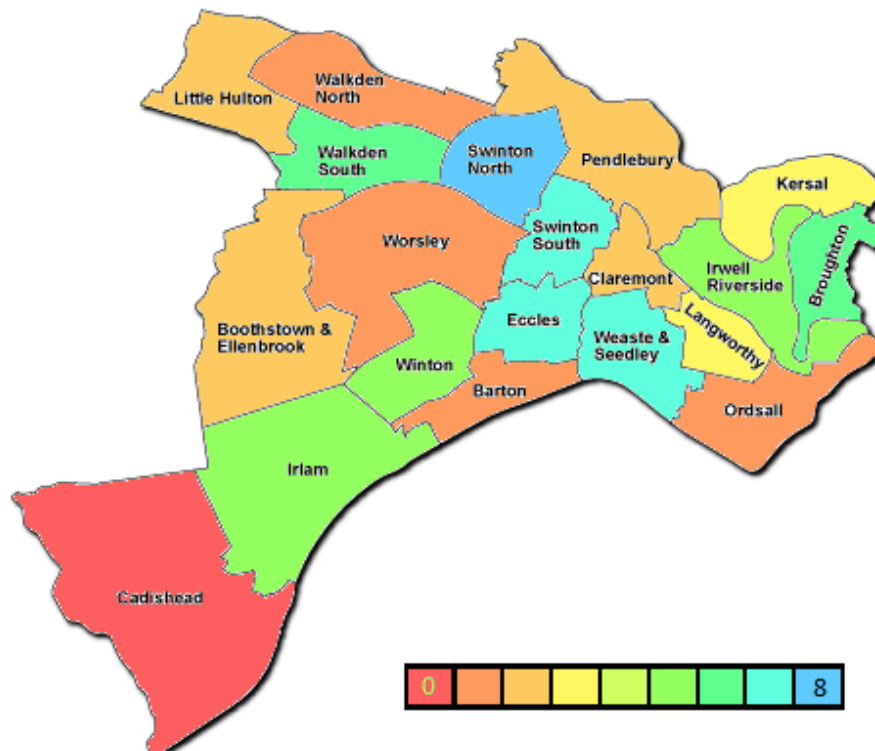
By 75+ years the north-western area of Swinton North, the cluster located where the wards of Weaste & Seedley, Claremont and Eccles is still present from the 65+ years map. Although low numbers the highest concentration of people aged 75+ are located in the Barton Moss area of Irlam.

Map 4: Percentage of All Population Aged 85+ Years



By 85+ years the eastern area of Kersal, the cluster located where the wards of Weaste & Seedley, Claremont and Eccles is still present from the 65+ and 75+ years maps and Central and southern Worsley have the highest concentration of people aged 85+ years.

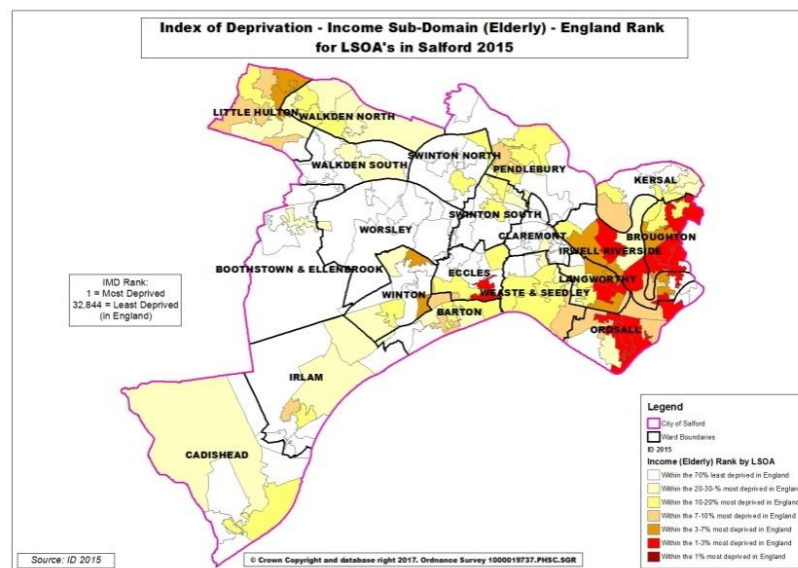
Salford neighbourhoods



Salford was ranked the 18th most deprived local authority (out of 353) in England according to the 2010 Index of Multiple Deprivation. However when looking at the overall index of deprivation across Salford it is evident that the city is very mixed with pockets of affluence and pockets of high deprivation (see deprivation map below). The main area of deprivation is centred in several parts of Central Salford (particularly Langworthy, Irwell Riverside and Broughton) and Little Hulton plus one small pocket at New Lane in Winton, that are within the 3% most deprived in England. All of Boothstown and Worsley are entirely within the 70% least deprived in England.

Map 5: Lower super output areas map of deprivation in Salford Elderly.

As can be seen from the map below in red the most deprived areas for older people are Broughton, **Langworthy**, **Irwell Riverside**, Ordsall and Eccles.



Salford is challenged by having a more deprived population than many areas of the UK. This results in our population becoming less healthy earlier, almost older earlier, in terms of morbidity, so having more long term conditions and illnesses compared to other people the same age in less deprived areas, meaning they have more complex needs in terms of health and social care support and for a longer period of time.

Ethnicity

In 2011, 200,327 (85.6%) of the city’s population were white British/Irish, a fall of 3,886 (1.9%) since 2001. It is however acknowledged that this does not reflect the full range of ethnic minority communities within the city.

- 33,606 (14.4%, England average is 19%) residents belonged to black and minority ethnic groups, including white non-British/Irish people and white Gypsy Travellers.
- Between 2001 and 2011, the number of people in black and minority ethnic groups increased by 21,731 (+183%, across England by +77%).
- The 2011 Census records 18 ethnic minority categories (including five identified as ‘other’ such as ‘other Asian’); 12 of these having more than a thousand residents each.

Salford’s population is changing, and the older population is getting more diverse as older migrant communities age, and new and emerging communities settle in Salford and lifestyles change.

Health and wellbeing of older people in Salford

A significant proportion of health and social care expenditure in Salford relates to older people (in excess of £100 million per annum), which will increase substantially as the population becomes older. At the same time, Salford faces unprecedented financial challenges and the prospect of a sustained period of public spending reductions.

Older people often have long term care needs (frequently associated with chronic health conditions) and therefore are likely to benefit from better care planning and coordination across health and social care. Older people are frequently socially isolated, with a poor quality of life.

They often receive fragmented care, and are not enabled to care for themselves. Salford has some of the highest rates of emergency admissions and admissions to residential/nursing care, with too many people receiving end of life care in hospital rather than at home. Services can fail to address the needs of older people and where care is provided it can be disjointed and not delivered in the most appropriate setting.

A 2013 article from The Campaign to End Loneliness estimated that “as many as 1 in 10 people arriving at GPs surgeries are there not because they are medically unwell, but because they are lonely”. 1 in 3 people over the age of 65 years in Salford has a fall at least once in a year (2nd highest hospital admissions in the country) with 24 to 32% of injurious falls in Salford affect patients with dementia.

It is already known that loneliness can cause feelings of sadness and distress, but there is an increasing body of research and evidence showing that loneliness is far more harmful to our mental and physical health than people often think. One study carried out by Holt-Lunstad et al in 2010 of 300,000 people found a 50% boost in longevity in people who have a strong social network. The study even went as far as suggesting that being active in a social network was as good for long term survival as giving up a 15 a day smoking habit.

Opportunities of Age Friendly Cities

The approach set out within the WHO Age Friendly City model focuses on wider determinants of health therefore we can collectively support the reduction of the key areas of poor health in Salford. Two such areas would be loneliness and falls prevention which would produce improved outcomes for older people but also improve economic and social outcomes.

2. What's already in place across GM and Salford to help us respond to the challenges and opportunities of an Ageing population

The **GM Ageing Hub** has been created so that GM partners can coordinate a strategic response to the opportunities and challenges of an ageing population. GM's ambition, as set out in the Greater Manchester Strategy (GMS), is to develop a new model of sustainable economic growth where all residents are able to contribute to and benefit from sustained prosperity and enjoy a good quality of life.

The GM Strategy recognises the challenges we will face as the population ages – yet it will be increasingly important to recognise and address the opportunities. The GM Ageing Hub will influence the continued development of the Health and Social Care devolution wider reform in

GM and will contribute to the achievement of GMS objectives. The GM Ageing Hub will ensure ageing is appropriately reflected across all appropriate GM implementation plans.

Table 1: GM ageing hub priorities.

| | |
|---|--|
| <p>GM will become the first age-friendly city region in the UK</p> | <ul style="list-style-type: none"> • Age-friendly design – to understand how urban environments can work with and for older people; investment in planning to prepare for future patterns of demographic change; and age-friendly homes and communities. • Changing the narrative - building a positive discourse around ageing, demonstrating the valuable contribution that older people can make as entrepreneurs, volunteers, workers and consumers to support growth and resilience. • Age-friendly neighbourhoods - build on the age-friendly neighbourhoods approach to develop age-friendly districts, town centres and regional centre. • Consider ageing in all policy areas – to identify the needs of older people in policy areas such as employment and skills, business support, transport, housing, health and spatial planning. |
| <p>GM will be a global centre of excellence for ageing, pioneering new research, technology and solutions across the whole range of ageing issues:</p> | <ul style="list-style-type: none"> • Evidence and innovation – to build on existing evidence base and pilot new and innovative solutions to the challenges and opportunities that ageing societies bring. • Delivery at scale - gather best practice and share learning across GM districts, and deliver at a GM level those interventions that will only work at scale. • Public engagement – to test innovative forms of engagement and co-production with older people. • National and international partnerships – to play a leading role in national networks of expertise on ageing. |

Ambition for Ageing (AfA) is a £10 million programme of work which will develop a GM approach to building Age Friendly Communities. The programme presents an approach to social isolation that places older people at its centre, ensuring their contribution to civic, cultural and economic life is maximised and fully recognised across Greater Manchester. The programme is delivered by a cross-sector partnership, led by Greater Manchester Council for Voluntary Organisations (GMCVO) alongside local authorities, voluntary sector organisations and academics and funded by the Big Lottery Fund (BLF).

Ambition for Ageing has awarded Salford £650,000 over a five year period (2016-2021) and it is delivered through a partnership of voluntary sector organisations in Salford - Age UK Salford (lead partner), Inspiring Communities Together and Salford CVS working closely with Salford City Council and Salford Clinical Commissioning Group.

The delivery model is a neighbourhood targeted approach based in three neighbourhoods: **Broughton, Langworthy and Weaste & Seedley**. As part of the programme there is a large scale evaluation framework which will over time enable Salford to measure how Age Friendly older people feel Salford is now and if this changes over the next five years. The evaluation team have agreed that Salford can also use the evaluation framework to measure progress in all neighbourhoods of Salford. Providing us with a standard measurement tool for the next five years will help demonstrate the impact of the work which will take place through this base line plan.

Salford

Salford City Council's vision is for '**A better and fairer Salford for all**' and the **City Mayor's priorities** aims to achieve improved outcomes by:

- **Tackling poverty and inequality** – Significant levels of poverty continue to exist in many parts of Salford. Working with our partners, we will take action to make things better for the many households struggling to make ends meet. We must also look to prevent people from falling into poverty in the first place, building on what we know is already working, as well as developing new ways of doing things.
- **Education and skills** – Developing skills and a strong education offer. We want productive local jobs with real career progression and opportunities to develop skills and talents.
- **Health and social care** – Working with our partners to improve health and wellbeing.
- **Economic development** – Investment that provides jobs with decent wages. We will use our power and influence to target employers who have a commitment to giving something back in return – those who offer local jobs, look after their employees and pay them well.
- **Housing** – Tackling soaring rents and a lack of affordable housing.
- **Transport** – Connecting affordable transport with jobs and skills.
- **A transparent effective organisation** – Delivering effective and efficient council services.
- **Social impact** – Using social value to make the most difference in Salford. Making sure council money gets the most 'bang for its buck' for Salford residents

The **Salford Together Partnership** (Salford City Council, NHS Salford Clinical Commissioning Group, Salford Royal NHS Foundation Trust and Greater Manchester West Mental Health NHS Foundation Trust) working alongside along older people and voluntary, community organisations aims to support older people who are well and healthy stay active and busy so they stay healthier for longer and support those who have care needs to improve their quality of life and independence, with an overall focus on improving the health and wellbeing of all older people across the city.

The Salford Model for Integrated Care – Salford Together - Salford's Integrated Care Programme (ICP) seeks to transform the health and social care system, promoting greater independence with older people and delivering more integrated care. It has a triple aim of:

- Delivering better care outcomes
- Improving the experience of service users and carers
- Reducing care costs

This approach will collectively work towards a model which:

- Enables older people to live at home for longer
- Increases opportunities to participate in community groups and local activities
- Improves confidence to manage own condition and care
- Provides information to enable older people to know who to contact when necessary
- Increases community support and specialist care when necessary
- Supports to plan for later stages of life

The **Salford Together Community Asset model** originally a project group of Salford Together continues to use the knowledge and life experiences of older people in Salford by making their lives better through listening and valuing their views and ensuring this knowledge

is used to influence the improvement of services and build stronger communities. The approach developed is outlined below:

- Age Friendly City – ***the commitment of the city to support older people to stay healthy and well.***
- Older person standards and Wellbeing Plans- ***the commitment by older people to support their own health and wellbeing.***
- Tools designed and developed by and with older people based in local neighbourhoods – ***the commitment of community and deliverers to support older people to stay healthy and well***

Start Well, Live Well, Age Well is the name of **Salford's Locality Plan** and is the 'blueprint' for the City's health and social care.

It explains how the CCG and other NHS providers and commissioners; Salford City Council and voluntary and community sector organisations will build on what is already in place so services work better together and help to reduce costs. It looks at what you can do to stop getting ill and live healthier, independent lives so you do not need to go to the doctors or hospital as much. It includes ways to reduce your chances of developing the most common 'killers' in Salford, like heart disease and cancer, by taking more responsibility for your own health.

The plan doesn't just look at health and social care. It also looks at ways people's lives can change for the better if we have better housing, more jobs, more money and a nicer environment to live in. Put simply, it is how Salford people should be able to ***start, live and age well.***

Housing - Where older people live in Salford.

Salford has a number of reports and assessments relating to housing condition, need and demand and **Promoting Independence is Salford's housing strategy for people as they age in Salford 2008-2018** drew the strands together to reflect and steer the future housing and support needs of older people in Salford.

The number of households with a household head aged 65 or over is lower in Salford than for the region overall (25.42% compared to 26.86%).

There was also a large proportionate increase in the number of households aged over 85 (19.64%) although there was a big decline of 1,040 households in the 65-84 age group.

- **Owner occupation:** Whilst Salford has lower levels of owner-occupation than the national average, the proportions are changing as the levels of owner occupation increases. Currently just over 40% of older people reside within the owner occupied sector and given the recent growth in owner occupation this is one of all the possible tenures that are projected to see the biggest increase. 9.9% of older people with a support need are owner-occupiers with a mortgage.
- **Sheltered housing:** The majority of Salford's sheltered Housing is owned by Registered Social Landlords. There are currently 49 sheltered schemes (Category 2) across the City. In addition to this there are 6 Extra Care schemes units within Salford.
- **Private rented:** In Salford, the numbers of older people living in the private rented sector is low at just under 5% when compared to the numbers either in social housing or in owner occupation. But whilst the numbers of older people living in the private rented sector is small in comparison it still represents a significant number when compared nationally – one in ten in Salford as opposed to one in twenty nationally.

- **Disability** - Sensory disability and physical disability represent the highest percentage among older people in Salford with 41.4 %, and 41.1% respectively.
- **Private rented** - Although there are good private landlords, some of the poorest housing conditions are to be found in the private rented sector and older private tenants are often reluctant or unable to enforce their right to repair through fear of eviction or confrontation. This is disproportionately true of the over 75 year olds where 9.5% aged 75 to 84 and 15.1% aged 85+ (compared with 7.7% and 11.4% nationally) rent from private landlords. Two out of thirteen of the most inherently vulnerable people amongst our older population live in what can be described as potentially vulnerable circumstances.
- **Owner-occupier** - A proportion of the older owner-occupiers will have difficulties maintaining their homes, some of which are in poor condition and lack central heating. There are significant levels of older owner-occupiers living in houses who will require equipment and adaptations as they become less mobile. There are significant levels of owner-occupation in areas with high BME populations. BME groups have generally lower levels of awareness of the services that are available to help them remain independent. This is compounded by the lack of appropriate culturally sensitive housing services for diverse needs.
- **Demand for housing and housing related support services** - Whilst the long-term population predictions can provide us with an indication of the numbers of older people, they cannot predict what the aspirations of older people will be as these will also continue to change. Although currently there is a relatively small population from BME communities living in Salford, our research indicates the numbers are growing. There is therefore a need to develop effective services capable of meeting diverse cultural expectations. As people settle and age, there will be a more diverse older population in Salford in future years and this will impact on demand for housing and housing related support. As well as the provision of good quality housing the council is either responsible for, provides funding to or jointly commissions other related support services to help the majority of people aged 60+ to continue to live independently in their own home as opposed to being in supported or residential accommodation.

Table 2: The strategic aims for Promoting Independence are:

| STRATEGIC AIM 1 | STRATEGIC AIM 2 | STRATEGIC AIM 3 | STRATEGIC AIM 4 | STRATEGIC AIM 5 |
|---|--|---|--|---|
| Older people are able to choose the most suitable living arrangements for them because there is easy access to information about housing options, support services and facilities, to people as they age. | Housing is of a good standard and is suitable for the needs and preferences of older people. | A range of housing options are available to people as they age. | A range of support services and facilities are available to people as they age to enable independent living. | All Partners will recognise the role they can play in delivering better housing and support services for older people, and both individually and in partnership seek to achieve this. |

Community and Outdoor Space

In December 2015 7,168 assets had been mapped by Salford City Council with 590 community resources identified (including 163 places of worship; excluding schools and colleges). Over 20 of these assets provide services across the city. Some provide services for

more than one protected characteristic (e.g. the Young People's Disability Group is in place for both Age – Young People and for Disability).

This asset mapping exercise reveals 53 resources across Salford specifically in place to support older people, and includes citywide services, for example Age UK Salford.

Table 3: Neighbourhoods by Green Spaces

| Neighbourhood | Green space by hectares 2014/15 | Public accessible green space by hectares 2014/15 | Total % of city green space | Resources specifically for older people |
|---------------------------|---------------------------------|---|-----------------------------|---|
| Claremont and Weaste | 87.3 | 54.0 | .3% | 6 |
| East Salford | 294.9 | 190.5 | 12.9% | 4 |
| Eccles | 135.9 | 103.2 | 6.6% | 6 |
| Irlam and Cadishead | 286.9 | 109.9 | 14.0% | 6 |
| Ordsall and Langworthy | 65.4 | 31.0 | 3.2% | 7 |
| Swinton | 426.5 | 336.1 | 20.8% | 6 |
| Walkden and Little Hulton | 370.5 | 192.5 | 18% | 9 |
| Boothstown | 417.2 | 124.4 | 20.3 | 9 |

In terms of community and outdoor space Salford could benefit from more traffic calmed streets, clean air and green space, as well as the availability of well-maintained and uncluttered pavements, access to toilets and benches in public areas. These are all important in supporting older people to live healthy independent lives.

Where someone lives can have a positive or negative impact on their experience of ageing.

Crime and anti-social behaviour within a neighbourhood, for instance, may discourage older people from going out and fully participating in their community. Feeling safe encourages people to be more active as they age. Over the last five years (2001 – 2016) crime in Salford has fallen by over 21%, which equates to over 4,000 fewer victims of crime. In the last three years the levels of recorded crime have begun to rise nationally but in Salford we have maintained a small reduction in crime of 3% and, compared to Greater Manchester, we have reduced levels of violent crime, domestic burglary and other crimes that matter most to people.

Getting About

Transport in Salford 2025 reflects the need to represent the greatest benefit to Salford's residents and is underpinned by a series of key objectives and principles. These align with the **Regional Centre Transport Strategy, The Greater Manchester Third Local Transport Plan and Salford's Sustainable Transport Strategy**. The key principles of this Vision are that it must:

- Support aspirations for economic growth and job creation by connecting people to opportunities and reducing congestion;
- Promote sustainability through the provision of a high quality, reliable and convenient integrated transport network which allows all people to travel where they want, when they want;
- Seek to reduce transport generated carbon emissions by tackling congestion and by facilitating and promoting the use of environmentally friendly modes of transport;
- Improve safety for all by tackling problem areas, setting appropriate speed limits, providing adequate facilities for vulnerable users and ensuring road safety audits are undertaken for all new highway schemes;

- Develop a framework to promote access for all, to cover all modes and users of all levels of mobility; and
- Control through traffic in the area to help facilitate well-designed streets and public spaces and improve the environment (especially air quality).

Salford faces many transport challenges with interchange often perceived as a barrier to movement and a number of key destinations for Salford's residents could still be considered hard to reach which can be a barrier for older people who rely on public transport to move around the city.

The Salford Transport Strategy aims to provide more transport choices for all those who travel in Salford by supporting the creation of a fully integrated transport system, reducing the need for interchange and supporting sustainable travel solutions

By meeting these challenges head on with commitment and creativity, transport can be the engine for economic growth, help achieve central government's carbon reduction targets, and improve the quality of life for everyone.

Building an Age Friendly Salford 2018-2021

Appendix 2: Baseline Plan - Stakeholder engagement



Salford City Council

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Executive Summary

This appendix aims to frame the engagement work that has taken place in Salford. Salford has been using a community asset based engagement approach for a number of years and fits with the Age Friendly City work.

An Age Friendly City approach would not be possible without the engagement of and coproduction work with local older people and nor could the priorities be subsequently delivered.

Outlined below are Salford's principles for taking this work forward:

- Ensure older people have access to information about what is happening in their neighbourhood.
- Develop creative ways that information can be received by those who may feel isolated at home.
- To know about how to report community safety and environmental concerns.
- To have easy access to learning and education e.g. information technology.
- To ensure the neighbourhoods share information of what works well and what does not (best practice).
- To ensure older people's opinions and ideas are listened to so they feel valued and able to influence change.

The four visions were created working with older people and these have been used to undertake the consultation exercises on the WHO Age Friendly City domains, in local neighbourhoods. The visions are listed below.

- Vision 1: Older people are able to feel safe and travel to places which help keep them healthy and engaged.
- Vision 2: Older people are able to access information and services to keep them healthy.
- Vision 3: Older people feel respected and included in neighbourhood activity.
- Vision 4: Older people are able to access opportunities for paid and unpaid work as well as ensure their voice is heard.

The findings from these consultation with local older people across all neighbourhoods using have been outlined in this document.

Introduction

To ensure as many views as possible could be heard in developing the base line plan a variety of engagement activities have taken place between 2014 – 2017:

- **2014 -2017:** Community asset working group which brings together partners from across housing, voluntary sector, Salford University, the public sector and older people. This group have overseen the engagement activity to create the Salford Age Friendly City base line plan. The group meet monthly and as part for their wider work programme have carried out a variety of work shop sessions to understand what makes an Age Friendly City and what is important to older people.
- **2014-2015:** Through the community asset working group engagement work with older people 3 questions were developed looking at what was important to me. The older people then went out to their own networks and asked the questions: 15 men and 65 women completed the questionnaire ranging from 60 – 85 years of age.

| Question | Highest score |
|--|--------------------|
| What motivates you to get up in the morning? | Socialising |
| What do you do that makes you feel good? | Activities |
| How do you find out about things? | Family and friends |

- **2015:** During this period older people took part in a number of focus group and awareness raising events including:
 - Presenting at The North West elected members older person champions network
 - Presenting at Integrated Care for Older People learning events
 - Presenting at the Vanguard visit
 - Taking part in focus group/workshop sessions on eating well in later life, Wellbeing plans and using technology. All these session resulted in projects being developed: Malnutrition Task Force, Volunteer Wellbeing Champions and Tech and Tea digital skills programme
- **2015:** Working with 20 older people across Salford neighbourhoods using the WHO domains four visions for what an Age Friendly Salford might look like were created:
 - ***Vision 1: Older people are able to feel safe and travel to places which help keep them healthy and engaged***
 - ***Vision 2: Older people are able to access information and services to keep them healthy.***
 - ***Vision 3: Older people feel respected and included in neighbourhood activity.***
 - ***Vision 4: Older people are able to access opportunities for paid and unpaid work as well as ensure their voice is heard.***
- **2016:** The Salford event celebrating older people for the United Nation International Day for older people held in October 2016 brought together over 80 older residents from across Salford neighbourhoods to celebrate their achievements in developing the Age Friendly Visions and start the conversation about how to put the visions and priorities into actions across neighbourhoods. People were also asked to agree a set of overarching principles to help take the work forward:

Principles for taking the work forward:

- Ensure older people have access to information about what is happening in their neighbourhood.
- Develop creative ways that information can be received by those who may feel isolated at home.
- To know about how to report community safety and environmental concerns.
- To have easy access to learning and education e.g. information technology.
- To ensure the neighbourhoods share information of what works well and what does not (best practice).
- To ensure older people's opinions and ideas are listened to so they feel valued and able to influence change.
- To plan future engagement to ensure the visions meet the priorities of the WHO.

The Big Listen event also invited a number of key partners from across both public and voluntary sector organisations to enable the conversation to take place about what those organisations could offer to support the priorities.

- **2016 – 2017:** A number of engagement events took place across Salford with over 200 older people taking part. The engagement used the same format as the older person day event to collect views from older people within these neighbourhoods to enable a long list of priorities to be drawn up. A full list of priorities is attached at (Annex 1). As part of the 'sense checking', two further events were held to share back the findings (70 older people attended across the 2 events) and further work has now started with those older people to develop the next steps including setting up the governance for monitoring the base line plan.
- **2017:** In September a stakeholder event was held with partners from across the statutory services to both share the work that had taken place to date and also seek their views on what they were already doing to help create and Age Friendly Salford or any ideas they had for new ways of working. The full details of the workshop can be found at Annex 2. Key outcomes were:
 - Publish a "Manifesto"/ charter/rights and priorities for us all to work with that are tangible/specific (recognising the huge age variations and views).
 - Help give Age Friendly Salford a wider profile by supporting/encouraging the "leaders" across the city to own and promote it.
 - Develop an "Age Friendly Kite Mark"
 - Can the Health and Wellbeing board really capture/involve all the housing/physical environment/ transport etc. priorities (the Health and Wellbeing Board are currently the sponsors for Age Friendly Salford).

Working with stakeholders to build on the visions

The involvement of older people in age-friendly initiatives is a key condition to membership in the WHO Global Network of Age-friendly Cities. It includes their consultation in community age-friendly assessments so that older people's views serve as a source of information for setting priorities for action. Older persons' opinions can be solicited when monitoring the city's or community's progress and in assessing the outcome of actions taken. Building on the views of older people and the wider engagement with key stakeholders a set of principles have been developed which map across both the WHO domains and the Salford Age Friendly Visions:

| Vision 1: Older people are able to feel safe and travel to places which help keep them healthy and engaged: | |
|---|--|
| WHO Domains related to vision 1 | Principles |
| Physical environment and outdoor space | <ul style="list-style-type: none"> • Work to ensure physical regeneration takes into account older people requirements based on life time homes, life time neighbourhoods model. • Promote good quality Age Friendly open spaces. • Maximising the physical resources of the city to improve quality of life for older people including accessible allotments, parks and walks. • Support older people to feel safe in their neighbourhoods. |
| Transport | <ul style="list-style-type: none"> • Raise awareness of older people transport requirements at a city and GM wide level. • Promote access to local community transport schemes. • Support a transport offer which works for older people. |
| buildings, and housing | <ul style="list-style-type: none"> • Develop an Age Friendly City model which enables business in Salford to sign up as being Age Friendly – building on Dementia Friends model. • Work with Housing providers to develop approaches which support older people to stay in their own homes for as long as possible. • Work with Care Homes to develop approaches which support older people to have enhanced quality of life when living in a care home in Salford. |
| Vision 2: Older people are able to access information and services to keep them healthy. | |
| WHO Domains related to vision 2 | Principles |
| Communication | <ul style="list-style-type: none"> • Signpost to information which supports access to equipment including aids and adaptations • Signpost to information which supports eating well in later life • Signpost to information which supports health and wellbeing in later life |
| Access to health and community services | <ul style="list-style-type: none"> • Work with health professional to ensure services are delivered where possible in neighbourhoods and meet the needs of older people to enable them to remain healthy and well in their own homes |
| Vision 3: Older people feel respected and included in neighbourhood activity to keep them healthy and engaged. | |
| WHO Domains related to vision 3 | Principles |
| Taking part in social activity, learning and culture | <ul style="list-style-type: none"> • Promote activity at neighbourhood level which is Age Friendly • Support neighbourhood social activity to become Age Friendly • Address barriers to active engagement in learning and culture |

| | |
|---|--|
| Ensuring the views of older people are listened to and valued | <ul style="list-style-type: none"> • Promote role of older people at a neighbourhood level • Develop city wide structures for older people views to be heard |
| Vision 4: Older people are able to access opportunities for paid and unpaid work as well as ensure their voice is heard. | |
| WHO Domains related to vision 4 | Principles |
| Participating in neighbourhood life | <ul style="list-style-type: none"> • Promote and support opportunities to engage in volunteering • Support to enable older people to stay in work if they choose • Develop a Salford Age Friendly Action Alliance |

What our initial engagement activity tells us?

Findings from the stakeholder engagement as well as other relevant research and consultations in the city relating to the WHO domains have also been reviewed. The information and feedback provided has been summarised against the overarching themes described by WHO in the tables below and will form the action plan for taking forward work over the next three years (phase 2 of WHO Age Friendly City implementation).

Older people are able to feel safe and travel to places which help keep them healthy and engaged:

| | |
|--|---|
| Physical environment and outdoor space | <p>People felt that they need to feel safe when going out and once out needed access to a good quality environment including green space and improved pavements and roads.</p> <p>Access to public toilets was also highlighted as key to enabling people to use public space.</p> |
| Transport | <p>Travel across neighbourhoods and to key priority areas such as the hospital and shops was not always easy for older people.</p> <p>Public transport did not always meet their needs and when available not all drivers were considerate of older people needs.</p> <p>Those with their own transport identified that parking and parking charges were a barrier to going out.</p> |
| Buildings and housing | <p>The key concerns focused on both public buildings which people felt at times were not always welcoming and accessible for all.</p> <p>Regarding housing people wanted to be able to live in their own home (the place many had lived all their lives) and would like better information about support available to manage this when they have additional needs.</p> <p>On a daily basis they would like advice on how to manage day to day cost of living and equipment needs.</p> <p>Fear of new families moving into neighbourhoods was raised in neighbourhoods where there is a lot of new housing development taking place.</p> |

Older people are able to access information and services to keep them healthy and engaged in activity:

| | |
|---|---|
| Communication | <p>Fear of digital technology and a desire to improve knowledge and skills to be able to use technology to help access information.</p> <p>People felt that more should be done to engage older people in developing local public services and provide feed-back on how this engagement has made any difference.</p> <p>A fear of literature coming through the door and not sure what is real and what is a scam.</p> <p>Need to promote positive image of older population and skills and knowledge they can bring.</p> |
| Access to health and community services | <p>People want to be able to look after their own health and wellbeing but would like better information in different formats to help them do this.</p> <p>With regard to clinical services a more joined up approach to reduce amount of time spent on appointments and correct support after discharge so that the correct support is available.</p> |

Older people feel respected and included in neighbourhood activity:

| | |
|---|--|
| Taking part in social activity, learning and culture | <p>People felt that with some support they should be able to arrange their own social activity ranging from sharing a meal with a neighbour to organising community events and groups.</p> <p>There was a strong desire to see more intergenerational activities to build relationships in neighbourhoods and benefit from the social interactions.</p> <p>The older generation however do not always wish to take part in the types of activities on offer – misfit between perception of older age and what activities want.</p> <p>Where activities are offered there is a need to ensure space is accessible for older people including being welcoming.</p> |
| Ensuring the views of older people are listened to and valued | <p>All views are valuable and it was felt that the older generation was not always listened to.</p> <p>Neighbourhoods have forums but people felt they did not always meet the needs of older residents and could be intimidating.</p> |

Older people are able to access opportunities for paid and unpaid work as well as ensure their voice is heard:

| | |
|-------------------------------------|---|
| Participating in neighbourhood life | <p>Focus was on ensuring all people had an opportunity to interact, connect and share experiences particular those who currently find it hard to do so such as men, widows and LGBT.</p> <p>Need to celebrate achievements of older people particular those older people who are still in work and those who give their time as volunteers.</p> |
|-------------------------------------|---|

| | |
|--|---|
| | Businesses need to see the value of supporting older people as they use the local neighbourhood provision most. |
|--|---|

Ongoing engagement

Ambition for Ageing is a £10.2 million Greater Manchester level programme aimed at creating more Age Friendly places and empowering people to live fulfilling lives as they age. It is funded by the Big Lottery Fund's Ageing Better programme, which aims to reduce social isolation of older people. Salford have secured funding as part of this five year programme which along with providing funding to support it also enables Salford to be part of a national evaluation framework. Older people are asked to complete a survey at different times throughout the life time of the and the feedback will provide Salford with and understanding of how Age Friendly older people feel Salford is becoming over time. A copy of the survey is at Annex 3.

Older people's voice

Set out below is the feedback from older people across the eight Salford wards who have taken part in one of the engagement events which have been taking place within the neighbourhoods. As can be seen many of the same views were reflected across all wards with some specific views to specific neighbourhoods. This data is an initial snap shot of how older people feel about their neighbourhoods and will continue to be updated as further areas of work are identified but provides a good starting point for development of small scale activity working with older people to find solutions.

Vision 1: Older people are able to feel safe and travel to places which help keep them healthy and engaged

| WHO Domain : Physical environment and outdoor space | | |
|--|--|---|
| Neighbourhood | Older person views | |
| | Neighbourhood specific | Raise by more than 2 Neighbourhoods |
| Claremont and Weaste | <ul style="list-style-type: none"> • More benches and seating but worried about anti-social behaviour | <ul style="list-style-type: none"> • Improved access to public toilets • Better maintained pavements – uneven sometimes I cannot see the curb (fear of falling) • Better maintained roads – pot holes have negative impact on older people and those in wheel chairs • Increase amount of time needed to cross at pelican crossings • Consider older people when setting up street furniture (outside shops and cafes) • Make sure parks are assessable for people with disabilities • Reduce dog fouling in area • Cars parking on the pavement • Gated alleyways left unlock and not cared for |
| East Salford | <ul style="list-style-type: none"> • Improve provision for older person friendly green and growing projects • Improve perception of feeling safe when out in neighbourhood • Reduce anti-social behaviour in parks • Off road bikes | |
| Eccles | <ul style="list-style-type: none"> • Leaves during the winter months – my friend fell and broke her hip • Bins in communal areas not looked after used by lots of people who just dump stuff • Young people and bikes on the pavements • LED lights have made a positive difference but can we make sure they all work | |
| Irlam and Cadishead | <ul style="list-style-type: none"> • Traffic on Astley Road is very busy and there is no crossing. This road has the Drs and a school on it • Uneven pavements on Dixon and Caroline Street – no parking either (large lorries use the road to access the local farms) | |

| | | |
|---------------------------|---|--|
| Ordsall and Langworthy | <ul style="list-style-type: none"> • Lots of rubbish in the streets but not sure how to report this • Not sure who I report incidents to including hate crime • Need training on safety awareness • I used to walk my dog but do not feel safe now • Older people and police need to work better together • Media City has a lot to offer for socialising and intergenerational activity • Make use of empty land such as Roberts Hall Street for allotments • See the benefits of integrating the two communities of the Quays and Ordsall | |
| Swinton and Pendlebury | <ul style="list-style-type: none"> • No separate comments | |
| Walkden and Little Hulton | <ul style="list-style-type: none"> • No separate comments | |
| Worsley and Boothstown | <ul style="list-style-type: none"> • Pavements are broken and uneven on Richmond Road • Tree roots grow up out of pavement makes it hard when using a walking aid • Make Mosses Gate Park more accessible for wheel chair users so we can access the larger shops such as Tesco, Asda and Aldi | |

WHO Domain : Transport

| Neighbourhood | Older person views | |
|----------------------|--|--|
| | Neighbourhood specific | Raise by more than 2 Neighbourhoods |
| Claremont and Weaste | <ul style="list-style-type: none"> • Like to be able to use bus pass at any time • Cars parking on the pavement | <ul style="list-style-type: none"> • Ring and ride now has an age limit 70+years • Cost of parking is a barrier to going out • Improved quality of bus and transport provision – access to key routes • Some health services were not accessible |
| East Salford | <ul style="list-style-type: none"> • Need better bus connections • Signs at bus stop are not accessible for older people • Some drivers are very good and wait for us to sit down whilst others are not so patient – Training for all staff | |

| | | |
|--|--|---|
| Eccles | <ul style="list-style-type: none"> No buses go up or down Barton Lane Buses coming through Ellesmere Estate only once an hour | <p>due to transport, and accessing medicals appointments at the hospital in the morning were difficult due to restricted travel times with passes.</p> <ul style="list-style-type: none"> Extend the metro to the Trafford centre Difficult to read bus number – electronic signs at bus stop |
| Irlam and Cadishead | <ul style="list-style-type: none"> Hospital appointments are hard to get to if you do not have your own transport Cannot access ring and ride unless in a group Cost of travel is very expensive – Mini bus taxis not always suitable with mobility issues Lack of bus shelters and seats at bus stops Distance between bus stops some people have to walk a mile to a bus stop Set up a volunteer driver scheme to enable older people to get out | |
| Ordsall and Langworthy | <ul style="list-style-type: none"> Young people at bus stops – push in | |
| Swinton and Pendlebury | <ul style="list-style-type: none"> Main place where older people go is Critchley café but not always direct bus route Parking is an issue as cannot park outside and nearest car park is at shopping city Moorside train station is not accessible as does not have a lift Parking across Swinton is a bit issue especially if you do not have a Blue badge but find walking difficult | |
| Walkden and Little Hulton | <ul style="list-style-type: none"> No separate comments | |
| Worsley and Boothstown | <ul style="list-style-type: none"> No direct transport link Have to catch one bus to get to the guided bus service then have to cross East Lancs Road to catch Distance have to walk to get to a bus stop | |
| WHO Domain : buildings, and housing | | |
| Neighbourhood | Older person views | |
| | Neighbourhood specific | Raise by more than 2 Neighbourhoods |

| | | |
|---------------------------|---|--|
| Claremont and Weaste | <ul style="list-style-type: none"> • Need more places to meet • Fill the empty houses • Lots of new families moving into the area – support to engage old and new so feel part of community | <ul style="list-style-type: none"> • Better understanding of rules regarding tenancies for both social and private rented • Better access to information about looking after own home • Better access to information about managing day to day bills – lots of information but not sure who to trust • Help to stay in own homes – equipment and support |
| East Salford | <ul style="list-style-type: none"> • Ensure public buildings are welcome and accessible for all | |
| Eccles | <ul style="list-style-type: none"> • No separate comments | |
| Irlam and Cadishead | <ul style="list-style-type: none"> • Concerned about increase in house build and impact on population, green belt, flooding and traffic congestion | |
| Ordsall and Langworthy | <ul style="list-style-type: none"> • Ordsall Hall is a great place to go • Too much social housing in the area • Would like to see Barff Road as clean and tidy as Glendore • Empty properties are a blight on the area | |
| Swinton and Pendlebury | <ul style="list-style-type: none"> • No separate comments | |
| Walkden and Little Hulton | <ul style="list-style-type: none"> • No separate comments | |
| Worsley and Boothstown | <ul style="list-style-type: none"> • Need help to manage volunteers so we are all clear what is expected | |

Vision 2: Older people are able to access information and services to keep them healthy and engaged in activity.

| WHO Domain : Communication | | |
|-----------------------------------|--|---|
| Neighbourhood | Older person views | |
| | Neighbourhood specific | Raise by more than 2 Neighbourhoods |
| Claremont and Weaste | <ul style="list-style-type: none"> • Need to find ways to speak to each other | <ul style="list-style-type: none"> • Public access to internet including in public libraries • Better co-ordination of information about how to get involved in activities • Need to find new ways to engage as not every-one belongs to a club or group |
| East Salford | <ul style="list-style-type: none"> • Better involve older people on local public services in a more joined up and accessible way, rather than as a token gesture. • More regular and consistent feedback from older people should be encouraged to help improve services, activities and events in the city. | |

| | | |
|---|---|--|
| Eccles | <ul style="list-style-type: none"> • I miss have the Advertiser delivered to my home • Use Salford way app (needs to be promoted more) • Like to see more community information in Life in Salford not just council news | <ul style="list-style-type: none"> • Too many leaflets – find out using internet • More access to IT support so older people are IT literate – work with schools as improves intergenerational relationships • As older people we can talk to each other if given tools and skills • Changing attitudes and perceptions of older people from one as a burden in society to being an asset. Older people's stories and images seen in a more positive light. • See more PCSO's on the street • Better understanding of different cultures |
| Irlam and Cadishead | <ul style="list-style-type: none"> • Improve access to digital boards • Can the GP's provide better information on their TV screens • Irlam and Cadishead Times is free and provides information | |
| Ordsall and Langworthy | <ul style="list-style-type: none"> • Better understanding of how to keep passwords safe but also how to remember them • People do not keep us updated on work taking place in the neighbourhood • Scam letters and e mails – not sure what to do when receive them • Need to understand more about what is going on | |
| Swinton and Pendlebury | <ul style="list-style-type: none"> • Not sure how to apply for support such as a Blue Badge • Produce a what's on leaflet and leaflet drop to older people • Encourage old people to become champions to promote what is happening | |
| Walkden and Little Hulton | <ul style="list-style-type: none"> • No separate comments | |
| Worsley and Boothstown | <ul style="list-style-type: none"> • GP surgeries are an opportunity for communication with people | |
| WHO Domain : Access to health and community services | | |
| Neighbourhood | Older person views | Raise by more than 2 Neighbourhoods |
| | Neighbourhood specific | |
| Claremont and Weaste | | <ul style="list-style-type: none"> • Health information using different forms of media – radio, print and social |
| East Salford | <ul style="list-style-type: none"> • Improve knowledge of looking after self – cooking and shopping | |

| | | |
|---------------------------|---|---|
| Eccles | <ul style="list-style-type: none"> • Health centre receptionists not always helpful – some look at you and treat you like you are simple/talk to you like you have lost your mind • You cannot go to the Drs you have to ring and book an appointment | <ul style="list-style-type: none"> • One telephone number to find out further information • lack of co-ordination between services • hospital discharge without appropriate care / support package |
| Irlam and Cadishead | <ul style="list-style-type: none"> • Access to health centre will be difficult with the demolition of council offices on Mosley common Road as there is no parking • If health care professional know someone is isolated they are restricted from share this – this does not help the person | |
| Ordsall and Langworthy | <ul style="list-style-type: none"> • Improve access to GP appointments • More local information available in local centres that is accessible for older people (flyers and notices print is too small) • GP in Ordsall is great reduces the need to go to Salford Royal • Need to make sure out-patient follow up is a good as in hospital service – Have main point of contact following surgery | |
| Swinton and Pendlebury | <ul style="list-style-type: none"> • No separate comments | |
| Walkden and Little Hulton | <ul style="list-style-type: none"> • No separate comments | |
| Worsley and Boothstown | <ul style="list-style-type: none"> • No separate comments | |

Vision 3: Older people feel respected and included in neighbourhood activity to keep them healthy and engaged.

| WHO Domain : Taking part in social activity, learning and culture | | |
|---|--|--|
| Neighbourhood | Older person views | |
| | Neighbourhood specific | Raise by more than 2 Neighbourhoods |
| Claremont and Weaste | <ul style="list-style-type: none"> • Older people to host other older people on a rotational basis with the elders in their street. | <ul style="list-style-type: none"> • Encourage other community members to share and lead on |

| | | |
|---------------------------|--|---|
| East Salford | <ul style="list-style-type: none"> • How can make leisure centres more accessible for older people | <ul style="list-style-type: none"> • activity (e.g. making someone a meal) • More intergenerational activities to bring communities together • Access to learning for older workers so they can plan for retirement (understand what is available in community and how to get involved) • Misfit between perception of older age and what activities they want, more creativity through joined up working is encouraged. • At our age we just want to enjoy life |
| Eccles | <ul style="list-style-type: none"> • Cost of hiring Gateway centres (£25.00 per hour for community groups) | |
| Irlam and Cadishead | <ul style="list-style-type: none"> • There is a snack and chat group which meets monthly but it is hard to get new members • Notice board are few and far between but Tesco has a free one | |
| Ordsall and Langworthy | <ul style="list-style-type: none"> • Number of opportunities in our sheltered housing but not sure how to find out about what goes on in the community | |
| Swinton and Pendlebury | <ul style="list-style-type: none"> • During winter months feel isolated as less to do and don't always want to go out as dark early • Good neighbours are important – mine texts me to check I am ok | |
| Walkden and Little Hulton | <ul style="list-style-type: none"> • No separate comments | |
| Worsley and Boothstown | <ul style="list-style-type: none"> • I have a visual impairment and do not know where to go to access talking books | |

WHO Domain : Ensuring the views of older people are listened to and valued

| Neighbourhood | Older person views | |
|---------------------------|--|---|
| | Neighbourhood specific | Raise by more than 2 Neighbourhoods |
| Claremont and Weaste | <ul style="list-style-type: none"> • No separate comments | <ul style="list-style-type: none"> • Make community committees less intimidating and dominated by the same individuals • Feel views are not always acted upon – that sometimes people think I am just moaning • Encourage everyone to value their community – bring back community pride |
| East Salford | <ul style="list-style-type: none"> • No separate comments | |
| Eccles | <ul style="list-style-type: none"> • No separate comments | |
| Irlam and Cadishead | <ul style="list-style-type: none"> • No separate comments | |
| Ordsall and Langworthy | <ul style="list-style-type: none"> • No separate comments | |
| Swinton and Pendlebury | <ul style="list-style-type: none"> • Not sure where to go to have voice heard | |
| Walkden and Little Hulton | <ul style="list-style-type: none"> • No separate comments | |
| Worsley and Boothstown | <ul style="list-style-type: none"> • No separate comments | |

Vision 4: Older people are able to access opportunities for paid and unpaid work as well as ensure their voice is heard to keep them healthy and engaged.

| WHO Domain : Participating in neighbourhood life | | |
|---|---|--|
| Neighbourhood | Older person views | |
| | Neighbourhood specific | Raise by more than 2 Neighbourhoods |
| Claremont and Weaste | <ul style="list-style-type: none"> No separate comments | <ul style="list-style-type: none"> Celebrate what people have achieved to encourage others to do the same Employers need education on the value of older people as volunteers and employees Business need to be educated on the value of older people as customers – may use local provision but not always respected Encouraging supermarkets and local business to host social events The development of targeted support and proactive schemes for less engaged groups e.g. gay, lesbian, widows and older men Some feel Salford is good at catering for older people |
| East Salford | <ul style="list-style-type: none"> Provide people of all ages opportunities to interact, connect, build understanding, and share experiences. Find people where they are Lower Kersal Library and St Sebastian’s Community Centre are good examples of engagement. No activity for older people in Broughton Hub | |
| Eccles | <ul style="list-style-type: none"> No separate comments | |
| Irlam and Cadishead | <ul style="list-style-type: none"> No separate comments | |
| Ordsall and Langworthy | <ul style="list-style-type: none"> Most information is online and not everyone is Tech savvy | |
| Swinton and Pendlebury | <ul style="list-style-type: none"> I call on my neighbour and do their shop – company for me and a help to them I volunteer at Critchley café keeps me young and active Feel there is lack of volunteer opportunities for people with learning difficulties Cannot always take part in activities because buildings are not accessible and I have a mobility scooter – cannot manage the doors and lift | |
| Walkden and Little Hulton | <ul style="list-style-type: none"> No separate comments | |
| Worsley and Boothstown | <ul style="list-style-type: none"> No separate comments | |

Wider stakeholder engagement event

Set out below is the feedback from the wider stakeholder event which took place in September 2017. This event provided space for stakeholders from across the public and voluntary sector to come together and hear about the work of Age Friendly Salford and reflect on the work older people has already done. The session asked people to review the 4 visions and provide examples of any work they are already doing along -side highlighting any gaps.

Vision 1: Older people are able to feel safe and travel to places which help keep them healthy and engaged:

| What we are good at | What we need to be better at |
|--|--|
| <ul style="list-style-type: none"> • Transport provided for people to access exercise classes • Accessible Buildings | <ul style="list-style-type: none"> • Transport policy needs to reflect older people needs • Gateways charging for community space has had a negative impact on small community groups who have used space for free • Need to invest in tackling social isolation • Cost of adaptations • Need an app to promote where accessible toilets are. |

Vision 2: Older people are able to access information and services to keep them healthy and engaged in activity:

| What we are good at | What we need to be better at |
|--|---|
| <ul style="list-style-type: none"> • Working with trading standards to help reduce risk of scams • Free WIFI in sheltered housing schemes communal areas (Pendleton Together). • Housing providers offer manga lifting cushions at schemes and train falls champions (staff and customers) to complete top to toe assessments and use the manga cushion to help reduce the number of falls. | <ul style="list-style-type: none"> • Role of My City Salford in providing access to information • Health and Social Care – Development of neighbourhood models of care in localities. But need to ensure the Integrated Care Organisation (ICO) involves the third sector and local people. • More joined up services when people attend appointments. • Not enough investment in Self-care and health coaching |

Vision 3: Older people feel respected and included in neighbourhood activity:

| What we are good at | What we need to be better at |
|--|--|
| <ul style="list-style-type: none"> • Numerous Residents/Tenants Associations and Community Groups established across Salford • Salford CVS administer small grants/holding accounts for community groups • City West Housing run Alzheimer's sessions at local schools - increasing young dementia friends in Salford by over 200 people • Amblecote & Bourke Housing Schemes both have on site restaurants providing Breakfast/Lunch/Dinner for all customers and visitors-this then leads on to afternoon/evening activities available immediately after mealtimes-this has increased attendance by 48% • Work with 3 feeder schools (primary) to deliver intergenerational gardening clubs • Age Friendly project at Salford sports village-engaging with older people about what activities they want and ensuring the sports village is welcoming. Intergenerational activities-bowling-dance • Take a seat campaign (Housing) • Fun "Music" for memories to increase awareness of dementia, providing space for people to meet, dance and share experiences and eat healthy food at sessions | <ul style="list-style-type: none"> • Transport issues • Signposting amongst ourselves and to others about activities • Recognise the value of places like pubs, bingo halls or supermarket cafes as places where people come together. • Different approaches to support in sheltered schemes including withdrawal of support services due to funding cuts |

Vision 4: Older people can access opportunities for paid and unpaid work as well as ensure their voice is heard.

| What we are good at | What we need to be better at |
|---|--|
| <ul style="list-style-type: none"> • City West support older person's volunteer groups encouraging people back into education/volunteering • Working specifically with older LGBT groups to develop greater understanding of what housing support they need | <ul style="list-style-type: none"> • Prejudice regarding age and employment • How do we promote positive image of older relatives supporting informal childcare? |

| | |
|--|--|
| <ul style="list-style-type: none">• Salford wide Volunteer Wellbeing Champions recruited from older people• Involvement in Home care review = Health watch• Programme of activities delivered within community centres, often lead by older people | |
|--|--|

Ambition for Ageing Survey questions

These questions are about your daily life and views about your local area. Answering these questions is voluntary. These questions should take about 5-10 minutes to complete.

If you do not want to answer a question, then please tick the 'Prefer not to say' option.

Please note that your name will be removed from any analysis – this is only for administrative purposes.

| 1. To what extent do you feel that you live in an age-friendly neighbourhood? (please circle) | | | |
|---|---|---|---------------------------------------|
| My neighbourhood is not at all Age Friendly | My neighbourhood is not really Age Friendly | My neighbourhood is somewhat Age Friendly | My neighbourhood is very Age Friendly |
| Prefer not to say | | | |

| 2. Do you use a computer, smartphone or tablet? (please tick all that you use) | |
|--|--|
| No | |
| Computer | |
| Smartphone | |
| Tablet | |
| Prefer not to say | |

If you answered 'No' to question 2, please skip to question 6 on the next page.

| 3. Do you belong to any social networking websites or forums? (please tick all that you use) | |
|--|--|
| No | |
| Facebook | |
| Instagram | |
| LinkedIn | |
| Pinterest | |
| Reddit | |
| Snapchat | |
| Tumblr | |
| Twitter | |
| Other (please state) | |
| Prefer not to say | |

| 4. Do you use email? (please tick) | |
|------------------------------------|--|
| No | |
| Yes | |
| Prefer not to say | |

| 5. How many hours do you spend chatting or interacting with friends and family through social networking websites and email on a normal day? (please tick) | |
|--|--|
| Less than daily | |
| Less than an hour | |

| | |
|-------------------|--|
| 1-3 hours | |
| 4-6 hours | |
| 7 or more hours | |
| Prefer not to say | |

6. Please state what function(s) you carry out in your Ambition for Ageing volunteering role (please tick all that apply)

| | |
|---|--|
| Equalities Board Member | |
| Older People's Network Member | |
| Sit on investment panels | |
| Make decisions on funding | |
| Befriending or mentoring people | |
| Campaigning | |
| Co-researcher | |
| Education/teaching/coaching | |
| Leading the group/member of a committee | |
| Organising or helping to run an activity or event | |
| Providing transport/driving | |
| Providing information/counselling | |
| Raising or handling money/taking part in sponsored events | |
| Secretarial, administrative or clerical work | |
| Other (please state) | |
| Prefer not to say | |

7. On average, how often do you generally carry out these volunteering activities? (please tick)

| | |
|---|--|
| 3-5 times a week | |
| At least once a week | |
| Less than once a week but at least once a month | |
| Less than monthly | |
| Prefer not to say | |

8. Do you volunteer with any other organisations, groups or communities not part of Ambition for Ageing? (please tick)

| | |
|---|--|
| No | |
| Yes – one other role (please specify below) | |
| Yes – more than one role (please specify below) | |
| Prefer not to say | |

| Role | Organisation/Group | Approximate start date |
|------|--------------------|------------------------|
| | | |
| | | |

If you answered 'No' to the above question, please move to question 10.

9. On average, how often do you generally volunteer with these other organisations, groups or communities not part of Ambition for Ageing? (please tick)

| | |
|---|--|
| 3-5 times a week | |
| At least once a week | |
| Less than once a week but at least once a month | |
| Less than monthly | |
| Prefer not to say | |

| 10. Do you intend to volunteer in the future with other organisations, groups or communities not part of Ambition for Ageing? (please tick) | |
|--|--|
| No | |
| Yes | |
| Maybe | |
| Not sure | |
| Prefer not to say | |

| 11. Please look at the statements below and indicate how strongly you agree or disagree with each (please tick in the corresponding box). | | | | | |
|--|--------------------------|--------------------------|----------------------------|--------------------------|--------------------------|
| | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |
| I feel like I belong to this neighbourhood | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The friendships and associations I have with other people in my neighbourhood mean a lot to me | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| If I needed advice about something I could go to someone in my neighbourhood | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I borrow things and exchange favours with my neighbours | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I would be willing to work together with others on something to improve my neighbourhood | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I regularly stop and talk with people in my neighbourhood | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |