

# Building an Age Friendly Salford 2018-2021

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## 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.

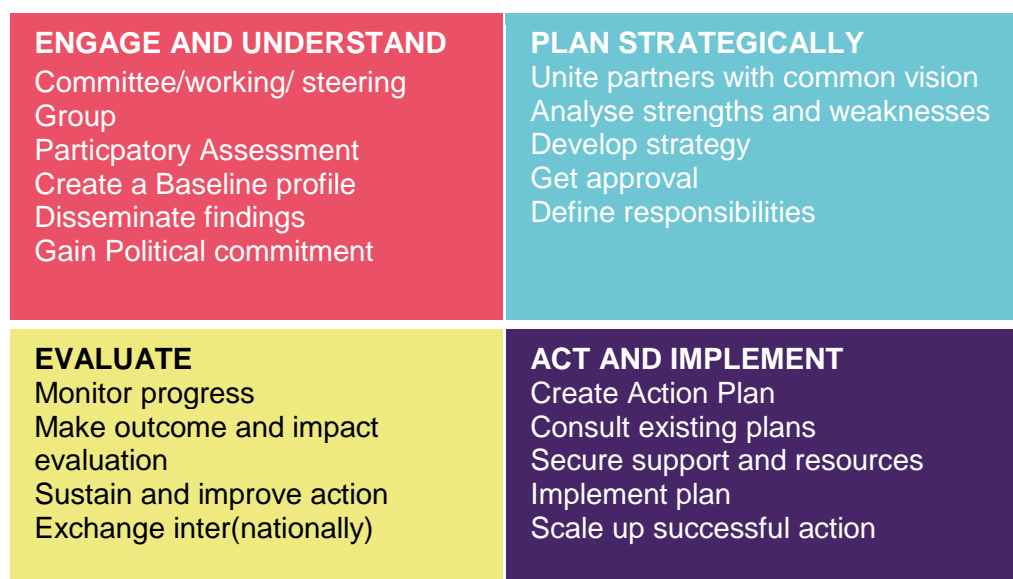
Making cities and communities age-friendly is one of the most effective local policy approaches for responding to demographic ageing:

- 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**

<b>1</b>	<b>Planning (Year 1-2):</b>	<ul style="list-style-type: none"> <li>- Establishment of mechanisms to involve older people throughout the Age-friendly City cycle.</li> <li>- A baseline assessment of the age-friendliness of the city.</li> <li>- Development of a 3-year city wide plan of action based on assessment findings.</li> <li>- Identification of indicators to monitor progress.</li> </ul>
<b>2</b>	<b>Implementation (Year 3-5)</b>	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.
<b>3</b>	<b>Progress evaluation (end of year 5)</b>	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:



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

## 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 (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.

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.

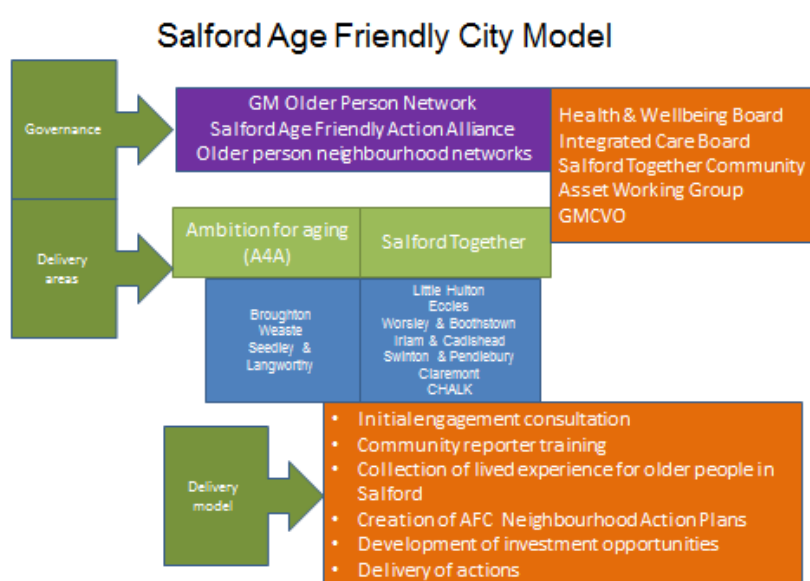
### *Case Study*

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"><li>Physical environment and outdoor space</li><li>Transport</li><li>buildings, and housing</li></ul>	<ul style="list-style-type: none"><li>Housing and planning</li><li>Transport</li></ul>	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"><li>Communication</li><li>Access to health and community services</li></ul>	<ul style="list-style-type: none"><li>Healthy Ageing</li></ul>	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

<b>WHO Domains</b>	<b>GM Age Friendly Strategic priorities</b>	<b>Year one actions</b>	<b>Indications</b>
<ul style="list-style-type: none"> <li>Taking part in social activity, learning and culture</li> <li>Ensuring the views of older people are listened to and valued</li> </ul>	<ul style="list-style-type: none"> <li>Age Friendly Places</li> <li>Culture</li> </ul>	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.

<b>WHO Domains</b>	<b>GM Age Friendly Strategic priorities</b>	<b>Year one actions</b>	<b>Indications</b>
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

## References

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