



A Strategy for an Age-friendly Bristol 2019 – 2022

Making Bristol a great place to grow old



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Introduction

Bristol City Council, Age UK Bristol and Bristol Ageing Better (BAB) have worked together to produce this age-friendly strategy that has an ambition for older people to feel safe, enjoy good health, and continue to participate fully in society. We believe that in such uncertain economic times, an age-friendly city will allow people to live independently and happily in the communities that they choose.

This document forms the main body of Bristol's application to the World Health Organisation's Global Network of Age-friendly Communities. The strategies, goals and actions within this represent commitments from a wide range of partners including Bristol City Council, Bristol, North Somerset and South Gloucestershire Clinical Commissioning Group.



Age-friendly Bristol will be delivered with older people at the heart; involved in designing, delivering and overseeing the work undertaken.



Implementation of the strategy will be monitored by a governance group which involves older people alongside delivery partners who will collectively continue to drive the strategy. Age-friendly action groups will also be established to encourage partners to collaboratively address specific needs identified within this strategy and seek solutions that work for Bristol.

In 2017, Bristol Ageing Better launched the [Charter for an Age-friendly Bristol](#), which was the result of much consultation with older people, local community organisations, and decision makers. It includes 9 visions that expand on the World Health Organisation’s Age-friendly themes, setting out a Bristol-specific ambition.

Age-friendly Domain	Visions
Civic Participation and Employment	Older people in Bristol feel heard and have a say in decision making on things which affect their lives
	Older people in Bristol can access the work and volunteering opportunities that they want
Communication and Information	Older people in Bristol able to stay connected and can access relevant information that they require
Community Support and Health services	Older people in Bristol have access to appropriate health, social care and wellbeing services.
Housing	Older people in Bristol have accommodation that meets their needs
Outdoor Spaces and Buildings	Older people in Bristol can use outdoor spaces and buildings that meet their needs
Respect and Social Inclusion	Older people in Bristol are connected to their local community; they are respected and included in society
Social Participation	Older people in Bristol can access available activities where and when they want
Transport	Older people in Bristol have access to all available forms of transport and are confident in getting around the city

Age Friendly Bristol Timeline

April 2015

Bristol Ageing Better launches

June 2016

Appointment of Age-friendly Officer

September 2016

Age-friendly conversations with Bristol's older people begin

November 2016

Consultation with partners begins

June 2017

Launch of the Age-friendly Charter

November 2017

First conference for the UK Network of Age-friendly Communities conference in Bristol

May 2018

Age-friendly Homes: Building Solutions Together conference

June 2018

Age-friendly Transport: Are We There Yet? conference

July 2018

Final stakeholder conference

November 2018

Bristol submits application to the World Health Organisation

A letter of support from the Mayor of Bristol

I am delighted to be writing to support Bristol's application to join the WHO's Global Network of Age-friendly Communities. There are over 125,000 people over the age of 50 in the city of Bristol, representing 28% of the population. These citizens have been instrumental in creating the vibrant and diverse city that we are all proud to call home. Not only did they build our history – they continue to shape our present and future.

Bristol was part of the original network before the inception of the Centre for Ageing Better's UK Network of Age-friendly Communities. The Bristol Ageing Better Programme Director continues to sit on the national steering group. We welcome any opportunity to support our fellow cities in achieving their ambitions to improve the lives of people over 50.

Bristol City Council's recent Corporate Strategy (2018 – 23) states that we will work *“with the Bristol Ageing Better Partnership to produce an Age-friendly City strategy that will enable older people to feel safe, enjoy good health and continue to participate fully in society”*. I am proud that Council officers and elected members, led by my Cabinet Member for Adult Social Care, Helen Holland, have been instrumental in supporting Bristol Ageing Better in preparing this application.

We have been working with Age UK Bristol and Bristol Ageing Better to deliver an Age-friendly Bristol since 2014. Since then, the Bristol Ageing Better team and Council officers have been working tirelessly on the initiative - engaging with a variety of stakeholders and over 1,000 older people through formal and informal opportunities. They have involved organisations and individuals from the not for profit, public, and private sectors to identify what is working, what needs to be improved, and how we can make these changes. The original baseline assessment of age-friendliness was created by Bristol City Council staff and this directly fed into the action plan and the indicators that monitor progress.

The mechanisms to involve and consult with older people are well established and we have used a cycle of continual improvement to develop the attached application. As one example, we are in the process of forming an age-friendly board. This will link council officers and those mechanisms together, in order to ensure development and delivery of the action plan.

As a city, we are committed to improving the lives of all people through our One City Approach, bringing together all sectors and stakeholders to collaborate on priority issues. Our vision is that Bristol will be a fair, healthy and sustainable city - where everyone can share in its success. I am looking forward to seeing both strategies working side by side as we seek to improve the city's offer to its older residents.

Almost 10,000 people in Bristol are aged 85 and older; this is estimated to rise by 60% to 16,000 people in the next 25 years. Responding to this demographic shift will require us to make radical changes across many aspects of our governance strategy. Becoming an age-friendly city offers a framework through which we can prepare for this. I am proud to support both this application and the work being delivered to improve Bristol for all of its residents. I would also like to take this opportunity to wish you well in achieving the overarching aims of the WHO Global Network of Age-friendly Communities. I hope that Bristol can be a valuable contributor to your crucial work.

Yours sincerely,

A handwritten signature in black ink that reads "Marvin". The signature is written in a cursive, flowing style.

Marvin Rees

Mayor of Bristol

What does Bristol's older population look like?

When considering how to make Bristol more age-friendly, it is important to take into account the diversity of the city's population.

Bristol, broadly

As of 2016, 454,200 people live in Bristol. It is the 8th largest city and the 10th largest local authority in England and Wales⁽¹⁾

People living in Bristol come from at least 187 countries of birth. 91 languages are spoken and the most common are Polish and Somali.⁽¹⁾

1.5% (6,089 people) either cannot speak English at all or cannot speak it well.⁽¹⁾ Approximately 200 people use British Sign Language as their main language. ⁽²⁾

There are now at least 45 religions represented in Bristol. The largest religion is Christianity (47% or 200,254 people), while 37% of people have no religion. The second largest religion in Bristol is Islam (5% of the population or 22,016 people).⁽¹⁾

16% of Bristol residents are from an ethnic minority background⁽¹⁾ - around 68,642 people. This is higher than the national average of 14%.⁽²⁾

Between 5-7% of people in Bristol identify their sexuality as Lesbian, Gay, Bisexual or other (LGB). This places Bristol within the top 10 of local authorities with the highest proportion of LGB residents.⁽³⁾

Older people in Bristol

27.7% of people in Bristol are over 50 years old (125,700 people), 17.2% of people are over 60 (78,300 people), 9.17% of people are over 70 (41,700 people) and 3.8% of people are over 80 (17,386 people).⁽⁴⁾

64% of Bristol residents aged 80 and over are female. Among those aged 90 and over, 74% are female.⁽⁵⁾

6.6% (7,935 people) of people aged over 50 are from BME backgrounds⁽⁵⁾

4,121 people in Bristol are living with dementia, of whom 3,000 have received a formal diagnosis.⁽⁶⁾ 78% of these are aged 80 and over.⁽⁷⁾

1,845 people in Bristol aged 65 and over live in a care home. This is predicted to increase by 51% in the next 20 years.⁽⁷⁾

11,270 people in Bristol are living with some degree of sight loss, of whom 76% (8,610 people) are aged 65 and over.⁽⁸⁾ 65,791 adults in Bristol have some form of hearing loss, of whom 63% (41,525 people) are aged 65 and over.⁽⁷⁾

Over 21,000 people aged 50 and over (18%) provide unpaid care on a weekly basis in Bristol. Of these, 8,261 are aged 65 and over.⁽⁵⁾

Bristol in the future

By 2041, the population of Bristol is projected to be 551,100 - a 20% increase on the current figures.⁽⁹⁾ The population of people over 50 will increase in line with this percentage, from 125,700 to 154,500. The number of people over 85 will grow by 66%, while the number of people between 65 and 60 will increase by only 2.9%.

This shows that the city will have increasingly larger populations of people over retirement age, but the percentage of the population of people over 50 will remain the same.

References:

- (1) Bristol City Council: The Population of Bristol (September 2017)
- (2) Bristol City Council: Key Statistics About Equalities Communities in Bristol 2011
- (3) Bristol City Council: Profile: Lesbian, Gay and Bisexual - LGB (January 2011)
- (4) ONS 2016 Mid-Year Population Estimate
- (5) 2011 Census
- (6) Bristol Health Partners: Successes of the Dementia HIT in 2016-17 (May 2017)
- (7) Projecting Older People Population Information System
- (8) RNIB Sight Loss Data Tool v3.6
- (9) ONS 2016-based Population Projections for Bristol Local Authority by Age

Putting Older People at the heart.

The process of developing Bristol's plan for an Age-friendly City started in 2013 when older people were involved in developing the Bristol Ageing Better partnership. Over 1,200 older people across Bristol contributed their voices around what kinds of projects they would like to see and how they would like organisations and older people to work together. This consultation was a great foundation for the rest of the work and older people continue to be at the heart of the work.



The work to establish Age-friendly Bristol was formally started with the appointment of an Age-friendly Officer in June 2016. BAB led 10 consultations across the summer of 2016 in various locations around Bristol. In total, 102 individuals in the community were consulted; 25 men and 77 women.

An additional informal consultation was conducted by BAB in October 2016 with 14 more individuals consulted; 5 men and 9 women. These consultations were structured based on the Age-friendly City domains with a range of questions asked under each of the domains. Individuals were asked which domain they felt was most relevant to them and the resulting statements were presented for that specific domain. This was used as an indicator of level of importance.

BAB held consultations with the intention of delving further into the main issues faced by individuals as a whole. These consultations helped to inform what is now the Age-friendly Bristol Charter.

Older people have also further helped to influence and develop the formation of the Age-friendly Action Plan. Their thoughts and opinions views were gathered at the BAB event *Age-friendly Check In: Give us your Input* in July 2018. BAB also invited older people to give their views at two domain-focused events: *Age-friendly Homes: Building Solutions Together* and *Age-friendly Transport: Are We There Yet?* which took place in May and June 2018 respectively.



Older people were also involved in the development of the Age-friendly 'Here We Grow' podcasts. The Producer of the podcasts consulted with a number of older people who represented different sections of Bristol's diverse population to create the audio content.

Additionally, BAB has included multiple data sets in its evidence, including the Quality of Life Survey. While this data has helped shape the evidence, BAB is cognisant of the fact that the results are representative of a certain demographic that are more likely to complete the survey, and therefore do not encompass everyone that the programme seeks to engage with.

Civic Participation & Employment



Visions

Older people can access the work and volunteering opportunities that they want.

Older people in Bristol feel heard and have a say in decision making on things that affect their lives

Summary

An Age-friendly City provides opportunities for older people to contribute to their communities through different channels including informal and formal volunteering, charities, and through paid employment, if they so choose.

Some older people work and volunteer to keep busy and stay connected with their communities; however, others need to carry on working as a financial necessity. It is important to bear this in mind when we are thinking about the work and volunteering opportunities older people want to be doing.

We believe that older people make a net contribution to their community if they have the opportunities to get involved. Our aim is to improve community contributions made by older people, both by supporting individuals to use their existing skills and addressing common barriers to participating.

Factors affecting Civic Participation & Employment

Involvement in local decision making

In the 2017 Quality of Life survey, only 27% of respondents aged 50+ believed that they could influence decisions affecting their local area. When asked specifically about decisions relating to the public services they use, only 19% believed they could influence these decisions. These figures appear to have remained steady over the last decade and are both in line with the average for all ages in Bristol.

The 2018 annual survey of the Bristol Older People's Forum (BOPF) found that 49% of respondents aged 55+ felt they could influence decisions that affect their local area, including how services are designed and delivered. This percentage remained consistent across all age groups over 55. This is a slight increase of 7% compared to the 2017 BOPF annual survey in which 32% of respondents aged 55+ reported feeling this way. These higher figures from the forum's survey may be due to older people's forums' role as an influencer of decisions within the city.

There are many great examples across the city where older people are encouraged to get involved in decision making. Bristol Ageing Better has been working with organisations to encourage the use of advisory groups made up of local older people to shape services and to ensure that they are involved in running activities. Bristol Community Health involves a group of older people in the creation of their services and materials and the Bristol Older People's Forum, a member-led charity with 25 years' experience are working to promote the voice, involvement and influence of older people by involving older people in all of the decisions they make.

Volunteering and Community Contributions

In the 2017 Quality of Life survey, 76% of respondents aged 50 and over volunteered or helped out in their community at least three times per year. This increased to 80% for those aged 65 and over. Both of these figures are above the average for all age groups in Bristol (66%). A similar question was asked in the 2018 annual survey conducted by the Bristol Older People's Forum (BOPF). 47% of respondents (all aged 55+) reported that they had contributed to their community at least a few times in the past 12 months

The inconsistencies in the two responses could be due to the different types of people who would complete these surveys. In the Centre for Ageing Better report 'Age-friendly and inclusive volunteering: Review of community contributions in later life'¹ it is noted that nationally there are:

¹ "Age-friendly and inclusive volunteering: Review of community contributions in later life" Jopling and Jones, October 2018 <https://www.ageing-better.org.uk/sites/default/files/2018-10/Age-friendly-and-inclusive-volunteering-review.pdf>

“Still stark inequalities in participation – particularly in formal volunteering. Some people face barriers to getting involved, or are forced to withdraw from making contributions due to changes in their circumstances such as the onset of ill-health or disability.

Rather than engaging more people in community contribution, we need to focus on making sure people in later life can continue to make contributions as their lives change, and on making activities across the spectrum more inclusive so that people in later life who are excluded have wider opportunities to contribute.”²

The Centre for Ageing Better undertook some Primary research into community contributions in later life focussing on 5 localities in the UK, with 2 of them being in Bristol (Hartcliffe and Withywood ward³ and Ashley ward⁴). Across the Bristol sites, common personal factors included lack of confidence, health problems, and lack of awareness of opportunities. The research also found that people who had good relationships with neighbours and their community felt most comfortable contributing to their communities. A number of interviewees noted that they increased their involvement when they were connected to a group such as a place of worship, social club or activity.

“I see people at church, sometimes they try to chat, ask me questions, offer me a tea. It’s nice... but I’m a shy person.”

Female, 55-64 – Interview within the Ashley ward – Primary research into community contributions in later life, Centre for Ageing Better, 2018

The review⁵ also noted that factors holding people back from volunteering included a lack of trust around their neighbours and a lack of connections to the community. It

² “Age-friendly and inclusive volunteering: Review of community contributions in later life” Jopling and Jones

³ <https://www.ageing-better.org.uk/sites/default/files/2018-10/Primary-research-community-contributions-Hartcliffe-Withywood-Ward.pdf>

⁴ <https://www.ageing-better.org.uk/sites/default/files/2018-10/Primary-research-community-contributions-Ashley-Ward.pdf>

⁵ <https://www.ageing-better.org.uk/publications/research-into-community-contributions>

was noted that more opportunities for people to meet in their areas might help increase community contributions.

There are many organisations that are supporting older people to contribute to their communities. RSVP (Retired and Senior Volunteer Programme) encourages those who are over 50 to volunteer, and Bristol Ageing Better has a large number of older volunteers who work on the various projects that the organisation funds. Can Do Bristol is a volunteering platform that has been developed for Bristol, and encourages older people to volunteer.

The Centre for Ageing Better's recent review of community contributions in Hartcliffe and Withywood countered the expectation among some that it may uncover low levels of community contributions in that area⁶. On the contrary, interviewees reported supporting others and receiving support in a myriad of ways, from shopping to dog-walking, and visiting during illness to fixing things in the home. This difference was noted as possibly being down to language as people identified more with the term "neighbourliness" than "volunteering".

"The hardest thing about it is somehow finally realising you no longer have a determined role in society and that you're a generation, maybe a couple of generations different to other people. I think I'm always very aware of that. My whole life is centred around trying to identify who I am and what I am any more...The best thing is being able to put something back into the community and being able to do things for other people."

Paul talking on the Here We Grow Podcast

Employment

The 2011 Census indicates that only 9% of respondents aged 65 – 74 years old in Bristol were in employment, either full-time, part-time or self-employed, which is in line with the national average for this age group. As the statutory retirement age

⁶ <https://www.ageing-better.org.uk/sites/default/files/2018-10/Primary-research-community-contributions-Hartcliffe-Withywood-Ward.pdf>

increases, this figure will also increase, but it's important to remember that a large number of older people can't afford to retire, especially given the socioeconomic disparity across Bristol, and the fact that the cost of living has increased dramatically over recent years. Employers need to offer greater flexibility to older workers, and could draw on national good practice such as the recent Centre for Ageing Better report *Becoming an age-friendly employer*.

Back to work training could be offered to older people with a focus on their specific needs. We also need to ask ourselves if health-related issues sometimes prevent people from getting back to work. What is the role of the health sector in helping people get back to work? A greater emphasis on the role of older people in the economy will not only be good for the local economy, but will also go towards improving health and wellbeing.

“For me it's very important to feel useful. Perhaps it's over important for me to feel useful. I know my parents felt the same.

I get a buzz out of helping someone else and seeing that maybe there's something they can do that they couldn't or something that enables something or takes the universe in the right direction”.

Marian talking on the Here We Grow Podcast

Three-year goals for Civic Participation & Employment

- Older people from all areas of Bristol are aware of all the ways they can contribute to their communities through volunteering, work, or helping neighbours
- Barriers to older people contributing to their communities are identified and addressed
- Older people are supported to be more involved in community activities
- There are more opportunities for older people to contribute to local decision making
- Older people to are offered the right support around employment issues

Key actions

- Promote the findings from the Centre for Ageing Better's Community Contributions in Later Life report and implement the proposed routes to action from the Bristol findings.
- Bristol Older People's Forum and The Care Forum to develop the Voice and Influence Partnership to improve channels for older people to contribute to decisions
- Support older people to be involved in age-friendly action groups to find practical solutions to Bristol's age-friendly challenges.
- Use Bristol's Community Development for Older people projects to raise awareness of activities and opportunities.
- Investigate further opportunities to support employment issues for older people.

Indicators

- Percentage of Quality of Life survey respondents aged 50+ who volunteer or help out in their community at least three times per year.
- Percentage of Quality of Life survey respondents aged 50+ who report knowing where to get information, advice and guidance about employment and training.
- Percentage of Quality of Life survey respondents aged 50+ who believe they can influence decisions affecting their local area.
- Percentage of Quality of Life survey respondents aged 50+ who report that their working hours fit in well with their family or social commitments outside of work.

Communication & Information



Vision

Older people in Bristol are able to stay connected and access relevant information that they require.

Summary

Staying connected to events and people and having access to timely, practical information to manage life and meet personal needs is vital for active ageing. Many of the older people who contributed to this strategy felt that there was probably more going on in Bristol that they knew about, but don't always know how to access these things.

The World Health Organisation states that in an Age-friendly Community it is important to have relevant information that is readily accessible to older people with varying capacities and resources. This is particularly important in an age when rapidly evolving information and communication technologies are both welcomed as useful tools yet also criticised for excluding older people who may not have the confidence, skills or means to access the internet.

Factors affecting Communication & Information

Digital Inclusion

The 2018 annual survey of the Bristol Older People's Forum found that 54% of respondents aged 55+ had access to the internet. This figure remained similar for those aged 65 and over, although decreased to 44% of respondents aged 75 and 30% of respondents aged 85 and over. Anecdotally, older people we talk to report having access to the internet, but not actively using it.

In a digital age with decreasing budgets, there is a growing trend to put information online and not to print out hard copies. For example, Bristol City Council has a

comprehensive website to provide information to Bristol residents, connect them with available support, and invite citizens to consult on Council policies.

The internet provides a useful space to hold a lot of relevant information that is easily accessible for those more familiar with using technology. In conversations, a lot of older people wanted to know more about the internet because they feel it is vital in this day and age. Not using the internet makes them feel like they don't know enough and are not connected. Libraries in Bristol use volunteers to provide IT support for older people to encourage them to access services online.

This growing reliance on digital technology for communication and information is proving to be problematic for older people who don't have the necessary skills in using information technology. When undertaking the consultation with older people, one person noted:

“People don't realise what a great tool the internet can be and it just seems so daunting with lots of places to access information. Having a drop-in IT café would be amazing to help me build my confidence”.

Other feedback suggested that older people would like opportunities to learn about technology from their peers and not always from younger people through intergenerational activity.

Printed Materials

Across all conversations with older people, many wanted the option of accessing information physically as well as online. Suggestions included encouraging local businesses to advertise local events in shop windows or printed copies available in libraries or health centres.

Many people noted that they would prefer printed copies of information but also didn't want to be swamped in paper and junk mail.

There are lots of good examples of newsletters that go out in the city with some coming out electronically and a decreasing amount still coming out in hard copy. The Bristol Older People's Forum posts hard copies of their newsletter to their members every quarter while the charity LinkAge produces regular 'What's On' activity guides

for people aged 55 and over in Bristol that can be accessed online or from local libraries and community centres. A number of local papers provide regular information about activities and events to people's doors as well.

Other forms of Communication

Bristol also has innovative ways of disseminating information. The weekly radio show called *The Babbers* (which was set up from funding provided by Bristol Ageing Better) enables older people to stay connected and is run by and for older people and features interviews, discussions and news of interest to older people in the city.

Bristol Ageing Better funded a podcast series, *Here We Grow*, which featured over 30 older people talking about the 8 domains, and how they related to their life. These podcasts were featured on *The Babbers* radio show and were also listened to at a series of events that were held in various local libraries around the city.

“We have a 2 hour live talk show. We are based in Ujima Radio, which is a radio station that is actually a diversity radio station – it’s essentially there to celebrate and promote African and Caribbean culture. But we’re part of their diversity because it’s about underrepresented voices in the media and older people are an underrepresented voice in the media. It’s not got a lot of space but it’s a really, really friendly station. Really nice and they’ve been so warm and welcoming to us.”

Anna talking about the Babbers Show on the Here We Grow podcast

Bristol Ageing Better has undertaken to improve the level of communication for older people in the city and to encourage more positive examples of ageing. They commissioned Aardman Animations to shine a spotlight on loneliness through an animation which paired the voices of Bristol’s older people with animated characters. This was shown across public screens in GP surgeries and community and public spaces.

Three-year goals for Communication & Information

- Older people are supported to feel more confident around going online to access the opportunities of the internet
- Organisations to have collectively coordinated a central directory of groups, organisations and services available for older people to ensure older people are active participants in their community
- Information is provided in an easily accessible format and available from a range of sources and older people have input to its development

Key actions

- Work with local resources such as WellAware, Care Direct, LinkAge and Bristol Older Peoples Forum to coordinate shared resources
- Coproduce 'Age-friendly Toolkits' to help organisations to improve their services for older people
- Encourage local services such as health centres and shops to provide information boards that are kept updated.
- Map all available tech and computer classes and address any gaps.

Indicators

- Percentage of Quality of Life survey respondents aged 50+ who report that they lack the information to get involved with their community.
- Percentage of Quality of Life survey respondents aged 50+ who have access to the internet at home.

Community Support & Health Services



Vision

Older people in Bristol have access to appropriate health, social care and wellbeing services

Summary

A person's physical and mental health status influences their quality of life, their ability to work and to participate in society. Health and support services are vital to maintaining health and independence of older people in the community.

Community support and health services are in many ways an overarching theme for an Age-friendly Bristol. We see examples across the themes that are ultimately aimed at improving the health and quality of life for older people, such as work to enable people to continue to live more independent lives in their own homes, the work to tackle the issue of social isolation, and the work to keep older people more engaged with their communities through volunteering, intergeneration and social activity.

In the current economic climate, the problem of creating effective social care within existing budgets is a common issue for most councils. Social care for older people is under a great deal of pressure and fewer people are receiving traditional social care support, which in turn puts a strain on carers.

Factors affecting Community Support & Health Services

The population in the UK is now living longer than ever before, with those in Bristol currently aged 65 having a life expectancy of 83 for men and 86 for women.⁷ While

⁷ Health profile for England: 2017, Public Health England
<https://www.gov.uk/government/publications/health-profile-for-england>

people are living longer across the country, between 2000 to 2002, life expectancy has increased by more years than healthy life expectancy and therefore the number of years lived in poor health has also increased slightly.

In the 2011 Census, 44% of respondents aged 50+ reported having a limiting long-term illness while 15% of people over 50 said that their poor health prevented them from getting involved in their community in the 2017 Quality of Life survey.

The population living with more than one long-term condition is growing, due to a number of factors. Lifestyle choices such as diet, exercise, smoking and alcohol are particularly significant contributors. People living with more than one long-term condition are more likely to need health and social care services more frequently. This means that promoting independence and self-care becomes increasingly important in order to reduce the strain on health services.

Local authorities and health services are having to manage ever-shrinking resources and so will need to continue to explore new approaches to meeting local health needs.

Bristol City Council has recently launched the 'Better Lives' transformation programme working towards 3 outcomes:

- More citizens will retain their independence through accessing support in the community. We are working to make it easier to connect residents with their local offer and improve access to support in their community.
- Adults of working age will be able to live as independently as possible in their own homes and supported to access education or employment wherever possible.
- People can get the right help at the right time to promote independence and to prevent, reduce or delay the need for long-term support

Bristol has many other examples of good practice projects aimed at improving the health and quality of life for older people. Community Navigators (a Bristol Ageing Better funded project) offer free signposting and support to people over 50 who want to feel less isolated and more involved in their community. The Community Navigators undertake training and visit older people in their homes to share

information about what is happening locally and support them to increase their social interaction.

Active Ageing Bristol is a project that aims to transform attitudes to, and opportunities for, sport and physical activity. The organisation arranges a series of walking sports and other activities such as dementia friendly swimming as well as Staying Steady strength and balance classes to help build strength, walk steadily and lower the risk of falling.

Mental Health

20% of people over 65 living in the community and 40% of older people living in care homes are affected by depression. The Mental Health Taskforce's five-year forward strategy for mental health in 2016 noted that diagnosing depressive symptoms can be difficult, and research suggests that some clinicians believe treatment for depression is less effective in older people, despite evidence to the contrary.⁸

Depression and poor mental health remains an issue for older people and they have very low uptakes of local psychological therapies. Bristol Ageing Better has also recently commissioned a range of wellbeing projects with the aim of improving people's mental health and improving the take up of Improving Access to Psychological Therapies IAPT services by older people

Marginalised groups

People in marginalised groups are at greater risk of experiencing inequalities in mental health outcomes, including Black, Asian and Minority Ethnic (BAME) people, lesbian, gay, bisexual and transgender people, disabled people, and people who have had contact with the criminal justice system, among others. BAME households

⁸ *The five year forward view for mental health - Mental Health Taskforce to the NHS in England February -2016 p.7*

are more likely to live in poorer or over-crowded conditions, increasing the risks of developing mental health problems.

Work is also being done to cater for the BME community in Bristol. The BME Working Group is a collection of organisations in Bristol who work to identify opportunities to work across services in Bristol and South Gloucestershire to improve awareness, early diagnosis and experience of dementia services for people of BME origins with dementia and their carers.

“The major problem is that our English proficiency is not high, so the Chinese Women’s Group helps us a lot regarding communication. Mr. and Mrs. Man also helped us as they speak English well. Say visiting the doctor or handling welfare matters, we were quite confused. We have to ask them [the group], who speaks better English (than us), to help us.”

Mr Ng, speaking in Chinese on the Here We Grow Podcast

Disability

8% of 2017 Quality of Life survey respondents aged 50+ reported that their disability prevented them from leaving their home when they wanted to, while 4% reported that their caring responsibilities prevented them from doing this. Both disability and caring responsibilities also emerged as factors preventing involvement in the community in the 2018 Bristol Older People’s Forum (BOPF) survey. When asked what they feel prevents them from contributing to their community or doing as much as they would like to, 7% of the respondents who answered this question said disability while 2% said providing care for others.

3,183 people over 65 receive support through Bristol Council’s adult social care team with 1,119 receiving support in their own homes.⁹

⁹ *Market Position Statement for the provision of Care and Support for Adults in Bristol – June 2018.*

Accessing Services

Older people have expressed frustration with accessing GPs, especially around appointments and the increasing expectation of using online booking. The Care Quality Commission rated all primary care practices in Bristol as 'good' or 'outstanding' for the care of older people and Bristol was above average within the GP patient survey relating to access. However, it is noted that nationally access issues have increased since 2017. This is replicated within the local data.

Older people have told us that they like speaking to staff and feel that automation is changing this dynamic. People also want to have continuity, to be able to see someone who knows them and knows their circumstances.

Three-year goals for Community Support & Health Services

- Older people in Bristol can access the right level and type of support required at the right time.
- Older people's independence and self-care is promoted
- Older people are empowered to influence their health services to adapt to identified needs

Key actions

- Work with Adult Social Care to develop a strengths-based approach to supporting people, starting from what people are themselves interested in, their own skills and contributions
- Pilot, evaluate and embed new and effective proactive approaches to help older people stay independent and help themselves
- Work to ensure that all older people in Bristol have access to a social prescribing style service
- Consult older people on how they would like Primary Care services – in particular appointments to see medical staff – organised and made available to older people
- Health and social care agencies across Bristol to jointly develop and implement a single record of core health and social care information.

- Bristol City Council to deliver further additional investment in home care provision to improve supply and help providers recruit and retain quality staff.
- Bristol City Council's Public Health Department to develop work that supports older people leaving hospital to regain their independence as much as possible.
- Active Ageing Bristol to coordinate a menu of citywide physical activity opportunities, available as an exit route to social prescribing activity in the community.

Indicators

- Percentage of Quality of Life survey respondents aged 50+ who report that poor health prevents them from getting involved in their community.
- Percentage of Quality of Life survey respondents aged 50+ who report having very high life satisfaction.
- Percentage of Quality of Life survey respondents aged 50+ who report having above average mental wellbeing.

Housing



Vision

Older people in Bristol have suitable accommodation that meets their individual circumstances,

Summary

Housing is essential to people's sense of safety and wellbeing. There is a link between appropriate housing and access to community and social services and in influencing the independence and quality of life of older people.

There are organisations in Bristol who are doing great work around the city to enable older, vulnerable and disabled people to continue to live independently in their homes, such as home adaption services, community development projects and home share initiatives.

In May 2018 Bristol Ageing Better held the event *Age-friendly Homes: Building Solutions Together*. The purpose of this event was to hear the views and experiences of people in Bristol and together learn about the barriers to Age-friendly housing and the possible short-term and long-term solutions. Much of the learning from this event has informed the actions below.

Factors affecting Housing

Satisfaction

Data from the 2017 Quality of Life survey has found that 78% of respondents aged 50+ reported being satisfied with the state of repair of their home. This increases to 87% of respondents aged 65 and over.

The Quality of Life data suggests that many older people who completed the survey are satisfied with their current accommodation, but on consulting partners, this seems not to concur with anecdotal evidence. Service providers note that a much larger percentage of their clients are unhappy in their accommodation.

Organisations in Bristol are helping older people to lead independent lives for as long as possible. The Anchor Society's housing project is especially designed for people aged 55 and over, while Knowle West Media Centre and White Design have brought together Knowle West residents, artists, academics, designers, architects and policy makers to try out new ideas for sustainable, affordable housing.

The fact that these houses are available to anyone over the age of 55 raises another important issue; older people need to start thinking about their housing options at an earlier stage in their lives. This enables people to start thinking about this as an option early and to move while they are in their 50s, before they need it, so that they are prepared

Cost

The 2017 Quality of Life survey found that respondents aged 50+ had low levels of satisfaction with the financial costs associated with their housing. Only 56% of those aged 50+ were satisfied with the cost of their rent or mortgage payments, increasing very slightly to 60% of those aged 65 and over. Similarly, only 46% of respondents aged 50+ were satisfied with the cost of heating their home. Our conversations with older people suggest that cost of housing is a common issue, with not enough affordable options available.

Adaptations

It is unsurprising that housing is one of the more difficult issues to make completely age-friendly. More than 90% of older people in England live in mainstream housing, as opposed to specialist housing or residential care. In a recent evidence review by the Centre for Ageing Better (2018) called *Room to Improve: The Role of Home Adaptions in Improving Later Life*,¹⁰ it is noted that:

“Current UK housing stock is often not accessible or adapted to meet people’s needs as they get older, with small room sizes, steep internal stairs, baths rather than showers and steps outside.”

¹⁰ Centre for Ageing Better, Room to improve. The role of home adaptations in improving later life p.2

This confirms that small low cost adaptations such as grab rails and ramps have the capacity to greatly improve the ability of older people to stay in their homes.

During the consultation on this strategy, one older person noted that they were worried that home adaptations was the first step to going into care:

“I’ve had friends who think that if you accept help with something like a new accessible shower, that it means you are not able to live on your own and people will try and convince you to move into assisted living.”

Housing Options

The complexity of the different housing options available is a common problem. Many professionals and older people reported that they lacked information and yet were also unsure where to go to find out the information they needed. Furthermore, rising house prices, gentrification, and changing communities also pose as barriers when it comes to allowing older people to live where they want.

While there are many ideas about making housing Age-friendly, the reality is that the finances are not always available to make these changes. Extra care housing schemes that have coproduction as a central value and aim to be flexible and shaped by the residents are a possible solution. However, funding difficulties can sometimes lead to the need to have to compromise.

“I am sure it has helped still having and living in the house I was born in. My memories surround me, all good I am glad to say, and not everyone is as lucky as me. As for leaving, I cannot even think about it. My house and I have gone through a lifetime of sadness and laughter, family, friends and life. It would take something out of my control to leave.”

Margaret talking on the Here We Grow Podcast

Three-year goals for Housing

- Older people know what housing options are available and how to access them, and share this information in their community
- Service Providers who work with older people understand the housing-related support available to older people and empower individuals to access this in an asset-based way.
- More provision is offered to enable people to live in the community, in their own homes

Key actions

- Encourage older people to think about their housing options at an earlier stage in their lives
- Training for housing staff and volunteers that challenges stereotypes encourages a shift in attitudes around the needs of older people.
- Develop and disseminate materials around the types of the home adaptations that can be made.
- Bristol City Council to review and develop their approach to Extra Care Housing and additional options including intergenerational approaches

Indicators

- Percentage of Quality of Life survey respondents aged 50+ who report being satisfied overall with their current accommodation.
- Percentage of Quality of Life survey respondents aged 50+ who feel they can stay in their home as long as they choose to.
- Percentage of Quality of Life survey respondents aged 50+ who report being satisfied with the cost of heating their home.

Outdoor Spaces & Buildings



Vision

Older people in Bristol can access outdoor spaces and buildings that meet their needs

Summary

The environment and buildings in a community have a major impact on an older person's quality of life. We want a city where older people are able to 'age in place' where they can remain mobile and have easy access to services. This includes having barrier-free public space and buildings that are useable and accessible for people with disabilities or mobility difficulties and having urban environments that support belonging, continuity and sense of self.

National cuts to local government funding have had a significant impact on outdoor spaces being Age-friendly. A reduction in the number of public toilets, benches and parks means that the city is working to find other ways of providing these services.

Factors affecting Outdoor Spaces & Buildings

Bristol is known for having an abundance of recreational spaces from a wide variety of parks to the floating harbour and these elements help to make it an age-friendly city. Local parks and outdoor spaces offer older people opportunities to remain active and stay healthy. The presence of seating and benches throughout these parks is another aspect to feel positive about.

Although only 49% of 2017 Quality of Life survey respondents aged 50+ said that they visit Bristol's parks and green spaces at least once per week, older people's input to this strategy has suggested that most people are happy with the level of recreational spaces available. There were common concerns around these spaces, including dog fouling and littering.

Toilets

Recent cuts to the Council funding has meant that most public toilets in Bristol have been closed and the Council are working to find alternative offers through existing businesses and community spaces. In the meantime, communities such as Bedminster and Greater Brislington have created their own Toilet Maps. The toilet maps are a community resource highlighting public spaces like cafes, museums and shopping centres where people can use the bathroom free of charge. Having places of interest that are free of charge such as the museums, events and art galleries plays a part in making these kind of spaces easier to access.

Re-establishing these facilities could provide an opportunity to make them more Age-friendly. For example, some older people stated that when it comes to seating, efforts should be made to ensure that they are the right height and have armrests to assist standing again.

“The Bedminster Toilet Map is something which arose from a discussion we had at the Greater Bedminster Older People’s Forum, probably 6 or 7 years ago. Quite a long while ago. The discussion was triggered by discovering some national research that had been done which showed that older people especially, but not just older people, were sometimes not able to leave the safety of their toilet. If they had certain problems with their bladder especially, they wanted to stay at home, ’cos they never knew when they would be caught short. So going out was difficult unless they knew that there would be a toilet at the other end, as it were.”

Ben talking on the Here We Grow Podcast

Seats and Benches

Older people have also told us that seats and benches are often set out in parks and near views but sometimes more practical settings would be useful, e.g. half way up a steep road etc. Older people would also welcome benches that were set out to encourage social interaction. Parks are often not designed with older people in mind.

Bench placement in parks needs to be thought out with needs of older people in mind, and there is also a need for toilet facilities within parks that are accessible for older people.

Clear Streets

A recurring theme in conversations with older people has been around pavement clutter. Obstacles on the pavements such as parked cars, bins and low hanging branches often mean an older person is forced to step out onto the road. Pavements could be kept in better condition and many would like to see more dropped kerbs. Bristol Walking Alliance (a consortium of organisations and individuals campaigning to improve Bristol's walking environment) has been doing a lot of work around this area in their efforts to ban pavement parking. They are currently working on a campaign to prevent cars parking on the pavement.

Alongside this, we need to think about whether older people feel safe walking around the city. This has been touched on further in the Transport domain chapter.

Three-year goals for Outdoor Spaces & Buildings

- Older people benefit from improved access at events and activities in the city.
- Buildings and spaces are developed considering the needs of older people
- Older people benefit from improved access to facilities that will help them navigate the city e.g. toilets, benches etc.

Key actions

- Support Cultural events and institutions in Bristol to adopt Arts Council England's Age-friendly standard.
- Comfort and Facilities project will improve access to seating and toilets for older people in Bristol
- Apply learning from BS3 walkability study by Local activist Ben Barker and students from UWE.

- Bristol Walk Fest will run annually and encourage older people to navigate the city on foot.
- Work with Bristol Health Partners' Supporting Healthy Inclusive Neighbourhood Environments Health Integration Team (SHINE HIT) to evidence how neighbourhood environments can be more Age-friendly

Indicators

- Percentage of Quality of Life survey respondents aged 50+ who report feeling satisfied with their local area.
- Percentage of Quality of Life survey respondents aged 50+ who report feeling satisfied with the quality of parks and green spaces. Percentage of Quality of Life survey respondents aged 50+ who report feeling safe when outdoors during the day or after dark.

Respect and Social Inclusion



Vision

Older people in Bristol are connected to their local community; they are respected and included in society

Summary

In a society that tends to focus on youth, the common negative images of age and ageing can result in disrespectful behaviour. Some ageism biases that sadly exist can result in older people feeling that they are not listened to and are a burden on society.

Bristol is often called a young and vibrant city but it is important to ensure that the nearly 30% of residents over 50 are respected and included within the city

Factors affecting Respect and Social Inclusion

In the 2017 Quality of Life survey, 67% of respondents aged 50+ agreed that people treat others with respect in their neighbourhood, a figure that is similar to previous years and in line with the average for all ages in Bristol (68%).

During our conversations, a number of older people felt that they got less respected as they aged. One woman said:

“As soon as you go grey everyone ignores you. We need to be more like Latin American and Asia where elders are respected and not just seen as idiots. People are pushed into being old by society telling them they are, saying things like ‘oh aren’t you too old to do’ or ‘wow that’s a young person activity isn’t it?’ Then people might think ‘oh shoot, I shouldn’t be doing this’.”

Older people want to be recognised as an asset to their communities and a barrier seems to awareness of all of the ways they could contribute. Bristol has a broad range of projects to support older people to be more included in their communities,

but many older people talk about decreasing confidence as a barrier to accessing these projects in the first place.

We need to find ways of nurturing people's confidence again and encouraging them to recognise the skills they already possess. Regular social interactions can help with this and ensuring that there are ample opportunities for older people to connect with local neighbours would be beneficial. This also includes offering different opportunities to access activities that challenge stereotypes and encourage people whatever their age might be, to get involved.

Bristol Older People's Forum aims to raise the profile of older people in the city and to ensure that they are represented and respected in all aspects of decision making.

Older people and partner organisations have raised the themes of multigenerational work and neighbourliness around respect and social inclusion. There are a range of Community Development projects across the city that use asset based approaches to empower older people and to enable them to be more involved with their local communities through building on their interests and skills.

More intergenerational activities that bring young people and older people together would be very beneficial. However, it is important to consider that there will still be older people who are isolated to such a degree that the suggestions above would not be sufficient to encourage them to get involved in their community.

“Must be something about me. Before I came back to Bristol about 4 or 5 years ago, I had been assaulted once in my life. Since then, I've been assaulted fairly regularly, on the streets, on my bike, walking, or on a bus even... Something about old men that... *(laughs)* gets people going, I don't know. Maybe they don't consider me a person, quite a person, 'cos I'm old.”

Tony talking on the Here We Grow podcast

Negative Stereotypes

There are many organisations in Bristol working to tackle negative stereotypes by reducing inequalities and promoting positive images and stories about older people.

Bristol Ageing Better has undertaken a number of activities through its partners to improve older people's confidence and to promote a better understanding between generations.

Three-year goals for Respect and Social Inclusion

- Older people are aware of all the ways in which they can use their existing skills to be a bigger part of society and are involved in decision making at all levels within the city
- Older people feel included in their community
- The portrayal of older people in marketing and local media is unprejudiced and promotes positive ageing

Key actions

- Working with existing Community Development for Older people projects to improve older people's awareness of opportunities to be a bigger part of society
- Support older people's involvement in Age-friendly action groups
- Work with partners to ensure that older people have the skills and confidence to self-organise and make action on things they care about
- Facilitate opportunities for older people to connect with local neighbours and maintain confidence in socially interacting

Indicators

- Percentage of Quality of Life survey respondents aged 50+ who agree that people treat others with respect in their neighbourhood
- Percentage of Quality of Life survey respondents aged 50+ who feel they belong to their neighbourhood

Social Participation



Vision

Older people in Bristol can access available activities when and where they want them

Summary

Social participation is strongly connected to a person's good health and wellbeing throughout life. Participating in leisure, social, cultural and spiritual activities in the community, as well as with the family, allows older people to continue to exercise their competence and maintain or establish supportive and caring relationships. A lack of such social networks can have a negative impact in terms of health and wellbeing and can result in social isolation.

Bristol has a rich and diverse cultural and leisure landscape. As well as being home to the UK's oldest working theatre, it has live art, festivals and community events, location filming, dynamic community arts activity and an innovative approach to the use of empty space.

Factors affecting Social Participation

Activities

Bristol Ageing Better asked those participating in their programme (all aged 50+) for information about levels of social activity. Between 2016 – 2018, 63% of the 579 respondents reported being a member of a club, organisation or society. When asked about their levels of social activity compared to other people of their age, 50% of these 579 respondents reported feeling that this was less than most, 23% reported it was about the same as others, while 17% reported that they took part in social activities more than most people of their age.

There are a variety of organisations throughout Bristol that support older people to create and access opportunities to take part in interesting activities. For example, Jacobs Wells Community Hub is a place where ideas are exchanged with other local

community groups and provides a space where activities such as the weekly 'Craft Hub' can take place. Buzz Lockleaze runs a regular programme of events and activities in Lockleaze and Horfield, which includes fortnightly shopping trips and monthly tea and talk, meet up.

Bristol also has a strong tradition of community sport and physical activity development, with a wide range of providers delivering a diverse range of activities. For example, The Park Community Centre in Knowle West hosts weekly clubs and classes for people over 50 including Archery and Dance Fit, Ping and Walking Cricket. LifeCycle UK runs a programme of regular group rides that provide social opportunities to get out, take exercise and discover the local area. Young Bristol, through its water based activity centre at Pooles Wharf, allows older adults to connect, share knowledge and learn with young people through the provision of Gig Rowing.

Barriers

There are a reducing number of free activities in Bristol and cost can be a barrier for those on fixed incomes. Activities in Bristol must remain affordable to encourage as much participation from older people as possible.

"Confidence is a big barrier to people going out. Now, I lost my husband when I was 49... and even I found initially it seemed really weird going out without him but because I was younger I soon got over that but if you're older when you lose your partner, it's not so easy."

Pat talking on the Here We Grow podcast

Feedback from older people has identified a number of common barriers to participation, which include caring responsibilities and language barriers as well as transport and lack of confidence. Despite the range of cultural and leisure activities, these activities can be unevenly spread out across the city, which can make them less accessible for residents of certain areas. It is important to consider these common issues when developing Age-friendly activities.

Three-year goals for Social Participation

- Increased awareness of available activities
- Activities for older people in Bristol are as accessible as possible
- There are ample opportunities for people to connect both within their geographical and cultural communities and across these areas and groups
- Everyone in Bristol has the opportunity to be active in later life

Key actions

- Strengthen social prescribing and the community navigators programme
- Increase visibility of small local opportunities, including those led and coproduced by older people themselves
- Active Ageing Bristol to work with providers and older people to create and promote 'Age-friendly' community activity hubs
- Age-friendly toolkit delivered for community groups.
- Work with physical activity providers and public sector commissioners to develop a sustainable active ageing strategy

Indicators

- Percentage of Quality of Life survey respondents aged 50+ who report that they rarely or never feel close to other people.
- Percentage of Quality of Life survey respondents aged 50+ who report participating in cultural activities at least once a month.

Transport



Vision

Older people in Bristol have access to transport and are confident in getting around the city.

Summary

Older people commonly experience difficulties in getting around the city whether it be through availability and regularity of transport, physical barriers or knowing what is available. For transport to be Age-friendly, older people in Bristol need to have good access to different ways of getting around the city and should feel confident using these facilities.

It is important to think about a variety of methods of transport including buses, trains, taxis, community transport as well as active travel options such as walking and cycling. Bristol has built a name for itself as being a cycling city with over 26 million trips made by bike in Bristol during 2017. In our conversations with older people, cycling is often given as both a good example of getting around and keeping fit, and a common obstacle for older people trying to navigate the city.

In June 2018 Bristol Ageing Better held the event *Age-friendly Transport: Are We There Yet?* The purpose of this event was to hear the views and experiences of people in Bristol and together learn about the barriers to Age-friendly transport and the possible short-term and long-term solutions. Much of the learning from this event has informed the actions below.

Factors affecting Transport in Bristol

The most common piece of feedback from older people was that there is a lack of clear, accessible information regarding all forms of transport. This includes timetables and routes of public transport, the process of requesting community transport and a lack of clarity about who to ask if any further information is needed. Information is often available online, but it can be difficult for those who are not

confident using the internet or do not have internet access to know where to go for this information or how they can speak to somebody face-to-face.

Walking

In the 2017 Quality of Life survey, 80% of respondents aged 50+ felt it was convenient and safe to walk in their neighbourhood, which is in line with the average for all ages in Bristol. This increased to 85% of respondents aged 65 and over. While in recent years there has been no data about how often people walk, the Quality of Life survey in 2010 indicated that approximately 20% of respondents aged 50+ travelled for shopping or leisure by walking.

For those with mobility difficulties or who feel unsteady on their feet, walking around the local area can be a barrier to getting other forms of transport. For example, uneven pavements, cars parked on the pavement and a lack of dropped curbs can make it difficult to walk to the bus stop, particularly if it is not nearby. We have heard from a lot of older people that the presence of cyclists on pavements can often be an unsettling barrier to feeling steady and getting around.

Cycling

14% of 2017 Quality of Life survey respondents aged 50 and over reported riding a bicycle at least once a week. This is approximately 1 in 7 respondents aged 50+. Amongst respondents aged 65+, 11% rode a bicycle at least once a week. These figures are, however, below the average for all ages in Bristol (on average 28% of respondents rode a bicycle at least once a week).

Some older people felt that they lacked the confidence to ride around the city and others reported that some key cycling routes in the city centre are unsafe, for example the St James Barton roundabout (the Bearpit) and the Jacob Wells Road. Other routes are safe for cyclists, but people are unaware of them. People often automatically cycle the same route that they would take in a car and are unaware of alternative routes that are safer and more appropriate for cyclists.

There have been some recent improvements to the cycling infrastructure in the city, for example there are now more cycle racks available and more traffic-free cycle routes. The council is encouraging cycling as a form of transport by continuing to invest in it. The 20mph speed limits have also made cycling a safer activity. Similarly, there has been an increase in the availability of electric bikes, which make cycling more accessible for older people.

Buses

There are a large number of bus routes in the city centre, which work well for those who live nearby or who do not have any mobility difficulties. For those who are able to use public transport, the city is well connected to many other locations, enabling some people to travel beyond Bristol fairly easily. However for those who do not live near the city centre or who want to travel from one area of the city to another without changing buses, the routes can become more of a barrier as there are fewer routes and lower frequencies as you get further from the city centre.

Only 48% of respondents aged 50+ to the 2017 Quality of Life survey said that they were satisfied with the bus service although this is higher than the average for all ages in Bristol (40%).

“I have stopped using the trains because they are so expensive. Now I use the National Express buses because they have two disabled spaces at the front. As a disabled person, and as I get older, I find myself being very good at being invisible simply because everybody is so busy these days, they are rushing around, doing their own thing, worrying about their own priorities that they don't think 'Ooh, hold the door for the disabled person!' or something like that. They just let it bang straight in your face. And you think, "Hey, I'm invisible again ... aren't I clever?"

Anthea talking about getting around the city on the Here We Grow Podcast

Key issues raised by the survey respondents of all ages in relation to bus satisfaction were the need for extra bus routes, extra times added to the existing bus schedules, more reliable time keeping, and cheaper fares. A number of people also worried that other customers might not offer them a seat on the bus or the driver might start the bus before they have sat down.

Cars and Traffic

Furthermore, 73% of 2017 Quality of Life survey respondents aged 50+ believed that traffic congestion was a problem locally. This figure has remained reasonably stable since 2008 and is in line with the average for all ages in Bristol (74%). Traffic congestion has implications for all forms of transport, including driving, public transport, community transport and walking. Key areas of concern raised by respondents of all ages in relation to traffic congestion was the impact on journey times and the impact on air quality.

Community Transport

For some, Community transport services are the only time they leave the house or have a conversation with others. In this way, community transport plays a role in reducing loneliness and isolation. It also allows customers to maintain independence, for example by being able to choose their own food from the supermarket instead of having meals brought in to them.

There are currently a large number of community transport providers – 45 in the West of England Combined Authority area – with different geographical remits. This patchwork of providers creates difficulties when an individual wants to travel between certain areas of Bristol using community transport, as it may not fall within the remit of any one provider and may be difficult to accommodate. Furthermore, many community transport providers are at maximum capacity and find it difficult to meet the increasing demand for their services.

Three-year goals for Transport

- Older people know what transport is available to them and how to use it
- Service providers consider the needs of older people in the design and development of transport services and give older people the opportunity to inform decision making
- Older people feel confident to cycle in Bristol
- There are reduced barriers to walking around the city.

Key actions

- Age-friendly training, that older people have helped design, is provided for transport workers who interact with customers.
- Working with communities to reduce pavement clutter

Indicators

- Percentage of Quality of Life survey respondents aged 50+ who feel it is convenient and safe to walk in their neighbourhood.
- Percentage of Quality of Life survey respondents aged 50+ who report being satisfied with the bus service, including information about local bus services.
- Percentage of Quality of Life survey respondents aged 50+ who report that inaccessible public transport prevents them from leaving their home when they want to.