

Ageing Friendly Sheffield



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Foreword

Welcome to Sheffield's very first report which assesses how the city relates to the World Health Organisation's (WHO) eight domains of age friendliness.

It is one of the commitments we made to the WHO when they accepted Sheffield's application to join the Global Network of Age Friendly Cities and Communities (GNAFCC) in May 2019.

A report like this can never provide a definitive verdict on the status or standing of a place. Whether a city is age friendly or not is a personal view that will depend on the individual experiences of the people who live and work there. We have asked hundreds of people to contribute their views to the development of this assessment.

This report is also an evolving document which will be refreshed each year, based on ongoing feedback from people involved in the project, local communities, and changes over the course of the year.

Transforming a city's transport or housing infrastructure is a long-term task, a continual process. This assessment provides an insight into some things we think are great about Sheffield from an ageing friendly perspective, and a few things we would like to see improved. Continuous improvement is one of the commitments made by all places which join the WHO's GNAFCC.

Throughout this year, we plan to work with partners throughout the city to make some of these improvements real. We'll report back next year on Sheffield's progress as an age friendly city.

Age Better in Sheffield

Age UK Sheffield

Sheffield City Council

Lai Yin Association

Our Mission

The Age Friendly City international programme was created by the World Health Organisation to address the needs of ageing populations around the world.

Becoming a model Age Friendly City is at the heart of the work we plan to implement over the course of 2018-2021.

Age Friendly Sheffield strives to create well connected community environments that promote opportunities for older citizens to feel less isolated, more socially included and to remain physically and mentally active as they age.

There are eight key domain areas identified by the World Health Organisation which are instrumental in supporting people living in cities as they grow older. These are:

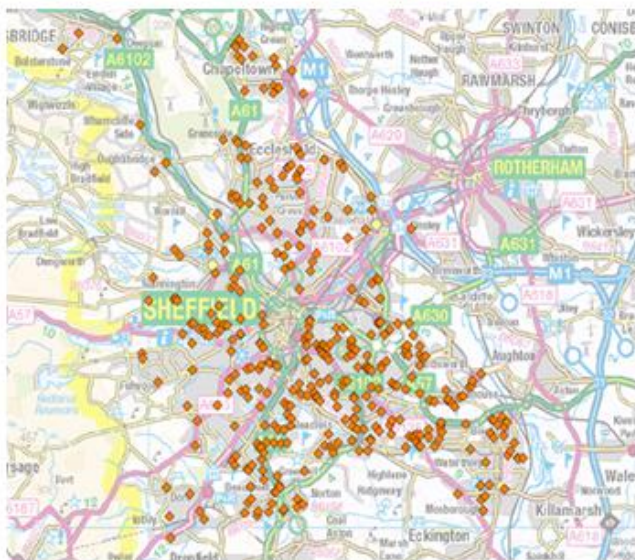
Transportation	Respect and Social Inclusion
Housing	Civic Participation & Employment
Outdoor Spaces and Buildings	Communication & Information
Social Participation	Community and Health Services

By addressing each domain area we can determine how Age Friendly Sheffield currently is and what we can do to improve the lives of older people in Sheffield, not only for the duration of the programme but to ensure sustainability and growth after its completion.

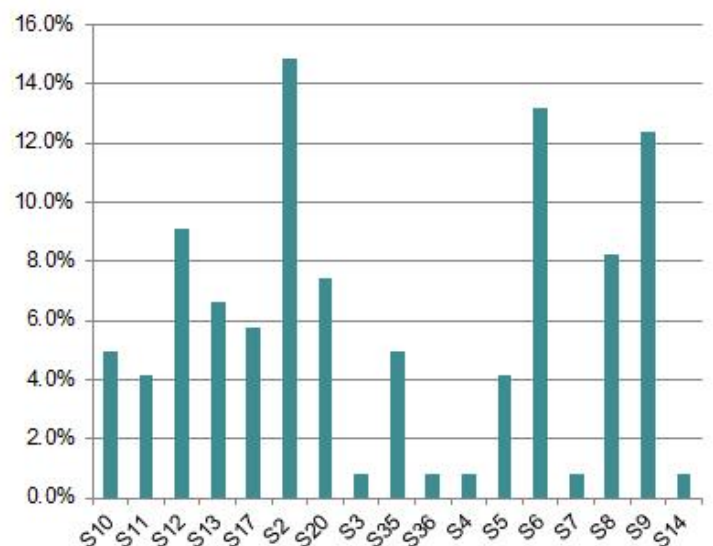
So, where did we start?

Working to deliver the Ageing Friendly Project commissioned by the Lottery-funded Age Betting in Sheffield programme, Age UK Sheffield and Lai Yin Association teamed up to find ways in which we could engage with older people across our communities to analyse just how Age Friendly Sheffield currently is. Various methods of consultation were utilised in order to gather and provide opinions from a broad demographic range and ensure we had good coverage. The diagrams below demonstrate the areas we consulted in across the city.

Locations of addresses 400 questionnaires posted to



Baseline Assessment participant postcodes



What methods of consultation were used?

- Community based workshops where local older people have the opportunity to have their say, design ageing friendly prototypes and tell their story
- Involving older people in the creation of locally based working groups addressing the key areas of Age Friendly.

- Involving older people in the creation of a steering group to make key decisions and oversee the work being done by the working groups.
- Information was gathered from 150 people via focus groups and 400 via postal survey. This incorporated engagement with a wide variety of people from different areas of the city, different genders and different ethnic and religious backgrounds (Age UK Sheffield).





Photos from the community workshops – older people designing ageing friendly community centre, park and a persona for how an older people should be represented.

FEEDBACK

WE ASKED PEOPLE 2 SIMPLE QUESTIONS...

"What works well in the city to support older people?"
"What does not work so well and needs to be improved?"

AND THIS IS WHAT WE FOUND OUT:

1. Outdoor spaces and buildings

What works well in the city to support older people?



What does not work so well and needs to be improved?

We have an existing toilet scheme in Sheffield which enables everyone to access the toilets in city centre premises. Efforts can be made to expand this scheme.

An improved and increased amount of seating in our parks and public buildings can also be considered to allow people to enjoy our green spaces and public buildings to the fullest.

DID YOU KNOW?



We are a Green City: There are four trees for every person who lives here! Plus, we are the only city in the UK to have part of a national park inside its boundaries. Around a third of the city is actually inside the Peak District National Park.

2. Transport

What works well in the city to support older people?

POLITE DRIVERS
CONCESSIONARY FARES
SUPER TRAM
ACCESSIBLE TRANSPORT
FREE BUS TRAVEL
FREQUENT BUS/TRAM STOPS
CLEAN PUBLIC TRANSPORT
WIFI ON BUSES
BUS SERVICES
WELL MAINTAINED BUSES
BLUE BADGE SCHEME

DID YOU KNOW?

Sheffield, and South Yorkshire as a whole, has 2 schemes called "Safe Journey Cards" and "Better Journey Cards" created by First South Yorkshire. They are free to access and enable customers to feel more confident accessing buses and communicating their needs to the driver. This helps to improve travel access for all ages and abilities.



What does not work so well and needs to be improved?

Efforts can be made to enforce priority seating for older people and increase understanding that not everybody has the confidence to ask for help in a crowded environment. Journey assistance cards can be promoted which allow people to easily show the driver their card, which indicates the help they require, without drawing too much attention to themselves.

3. Housing

What works well in the city to support older people?



What does not work so well and needs to be improved?

Older people need to be actively involved in ongoing key consultations regarding housing to ensure they have direct influence over shaping Sheffield's housing plans for the future. Greater emphasis needs to be placed on suitable and adapted housing for older people which will benefit future generations as they age. A successful example of a scheme that has been greatly influenced by consulting with older people is the existing Woodhouse Brunswick retirement village.

4. Respect and Social Inclusion

What works well in the city to support older people?

BME MEETING GROUPS
LGBTQ+ COMMUNITY SUPPORT
FAITH GROUPS FOR VOLUNTEERING
GROUPS CREATED TO PREVENT ISOLATION
INCLUSIVE GROUPS - ALL WELCOME
VARIETY OF PLACES TO WORSHIP
DEMENTIA FRIENDLY SPACES AND GROUPS
DEMENTIA FRIENDLY CINEMA TIMES
AFFORDABLE ACCESS TO ACTIVITIES
EQUALITY HUB

What does not work so well and needs to be improved?

Older people need to be more involved in consultations around issues that directly impact their health and wellbeing. Older people need to know how they can get involved and have their say through different mediums. Support in getting to meetings or accessing online surveys is one way in which they can feel included, respected, valued and represented.

5. Social Participation

What works well in the city to support older people?

VOLUNTEERING OPPORTUNITIES IN LOCAL COMMUNITIES
PEOPLE KEEPING WELL PARTNERSHIP
CAFES CREATED FOR OLDER PEOPLE
EVENTS CREATED FOR MAKING FRIENDS
AGE UK SHEFFIELD MEMBERSHIP OFFERS
WIDELY SHARED LOCAL VENTS CALENDARS

DID YOU KNOW?

Sheffield is home to the world's oldest football club. Sheffield FC was founded in 1857. Members of the Dore & Totley People Keeping Well "Sporting Chatter" group recently visited the grounds for a special historic tour followed by a match!



What does not work so well and needs to be improved?

There are many community groups and volunteer run activities in local communities across the city which can be accessed via many social prescribing routes and via self referral. Further work can be done to ensure that groups are supported to expand and grow and ensure referral pathways are clear and easily accessible. Activities need to be well promoted and advertised within communities so that everybody is aware of what's available and people should be supported to attend.

6. Civic Participation and Employment

What works well in the city to support older people?

FREE DIGITAL EDUCATION SESSIONS
SHEFFIELD BUSINESSES VALUE THEIR OLDER EMPLOYEES
MANY VOLUNTEERING OPPORTUNITIES
SHEFFIELD 50 PLUS GROUP
COMMUNITY ORGANISATIONS CREATED TO BE INCLUSIVE
COMMUNITY CENTRES & LIBRARIES RUN FREE COURSES
FREE EMPLOYMENT SUPPORT
SHEFFIELD HERITAGE JOBS

What does not work so well
and needs to be improved?

We need to utilise and promote the skills of older people and increase support to reskill/upskill. People need to be aware of any job opportunities in the city and be able to access advertised jobs easily. Age friendly Sheffield will be introducing an Age Friendly Quality kite mark for employers in Sheffield to adhere to, which offers guidance and support in actively employing older people in their workforces.

Sheffield**50+**
DID YOU KNOW?

Sheffield has an established charity called Sheffield 50 Plus, created in 2002 to encourage and empower those over 50 living in Sheffield to use their wealth of knowledge, skill and experience for the benefit of their peers and the communities they live in. The charity is run by Age UK Sheffield and meet every month.

7. Communication and Information

What works well in the city to support older people?

WIDE ACCESS TO INTERNET
TALKING SEAT IN WINTER GARDENS
ELECTRONIC TRANSPORT INFO BOARDS
INFO PROVIDED IN MULTIPLE LANGUAGES
FREE DIGITAL TRAINING **50 PLUS MAGAZINE**
CLEAR LARGE PRINT COPY AVAILABLE FROM SERVICES
50 PLUS EMAIL UPDATES
CITY CENTRE WIFI ACCESS
WIDE ACCESS TO COMPUTERS

What does not work so well and needs to be improved?

Older people told us they would prefer to have information in one place such as an online resource centre or within a community centre, library or hub. We need to work towards ensuring that information is readily available and easily accessible for older people. Accessing these resources is not always easy for older people with mobility issues, vision or hearing difficulty, learning difficulties, language requirements or lack of computer literacy skills, so exploring a variety of ways to access information is of great importance.

8. Community and Health services

What works well in the city to support older people?

COMMUNITY HEALTH PROMOTIONS
QUALITY CANCER CARE
DIGITAL ACCESS TO HEALTH RESULTS
HOME DELIVERY PRESCRIPTION SERVICE
HOSPITAL ACCESSIBILITY
EXCELLENT HOSPITALS
PEOPLE KEEPING WELL NETWORK
QUALITY CANCER SUPPORT
QUALITY END OF LIFE CARE
FREE NHS
ACCESSIBLE OPTICIANS

What does not work so well and needs to be improved?

Work can be done to wider publicise services that can be accessed via local pharmacies to prevent unnecessary GP appointments and social prescribing needs to be actively promoted to allow people to access alternative services that will improve their health and wellbeing. Older people need to be more aware and involved in consultations regarding health and wellbeing conducted by the local Healthwatch, CCG and Sheffield City Council.



How do we effect change?

Older people are actively involved in every element of Age Friendly Sheffield and the domain working groups will complete task and finish based projects around the findings of our consultations with older people in Sheffield.

The steering group oversees the working groups ensuring the programme moves in the right direction and retain focus. All working groups feed directly into the steering group.

We are looking to develop an Age Friendly City Charter to be used as a banner to generate future support, “buy in” and commitment from all potential stakeholders including individuals, organisations, businesses and Sheffield City Councillors.

What will we prioritise?

The top four domain area working groups will be established initially, followed by the other four domain areas shortly after.



What are our long-term plans and what will our legacy be?

- We plan to make the steering group and working groups self-governing so that they may continue the AFC work after 2021.
- Participants will personally benefit from interacting with others including increased self-worth, decreased social isolation and better mental health.
- Working groups will produce an Age Friendly Sheffield guide to showcase why Sheffield is an Age Friendly city.
- The working groups will work towards achieving and maintaining Sheffield as an Age Friendly City by delivering change in line with the initial four domains.
- We are hoping to develop toolkits with older people so that AFC work can be picked up and be continued, is that something in the legacy vision?
- We will introduce a quality kite mark accreditation for local employers to achieve.

Age Friendly Sheffield Awards Ceremony

We are very excited to be hosting the first ever annual Age Friendly Sheffield Awards Ceremony. The awards are designed to reward and celebrate all the achievements and contributions of amazing local businesses, voluntary groups, communities and individuals who make Sheffield a great place to grow older and a fantastic city in which to live.

Nomination forms have been distributed via email and post across the city to give everybody the opportunity to vote. The event will include special invited guests and an opportunity to showcase all the work that has been done on the project so far.



World Health Organisation Age Friendly City Status



World Health
Organization



WHO Global Network
for Age-friendly Cities
and Communities

This is to certify that

Sheffield

has been accepted as a member of the
World Health Organization's
Global Network for Age-friendly Cities
and Communities

Members of the Network commit to share and promote
the values and principles central to the World Health Organization
Age-friendly City approach, and to the process of creating
more age-friendly cities and communities.

A handwritten signature in blue ink, appearing to read 'Alana Officer'.

Alana Officer
WHO Global Network for Age-friendly Cities and Communities
Department of Ageing and Life Course
World Health Organization
Geneva, Switzerland