



Making Leeds the best city to grow old in



## Age Friendly Leeds Strategy and action plan 2019 - 2022



# Strategy

## **Context**

The ambition for Age Friendly Leeds is to be the Best City to Grow Old in: a place where people age well: where older people are valued, feel respected and appreciated, and are seen as the assets they are.

'Age Friendly Leeds' is one of the eight interconnected priority areas of work set out in the Best Council Plan 2019 – 2021 that flow in particular from Leeds' that flow in particular from Leeds' three main cross cutting strategies: Inclusive Growth, Health and Wellbeing, and tackling climate change.

Our Inclusive Growth Strategy sets out how Leeds City Council, the private sector, universities, colleges and schools, the third sector and social enterprises in the city will work together to grow the Leeds economy ensuring that everyone in the city contributes to, and benefits from, growth to their full potential. It recognises the need to support older workers to remain in fulfilling work and accommodate both changing health needs and caring responsibilities.

Our Health and Wellbeing Strategy is about how we put in place the best conditions in Leeds for people to live fulfilling lives – a healthy city with high quality services. 'An Age Friendly City where people age well' is a priority in our Health and Wellbeing Strategy.

## **Why is it important?**

The 2011 Census shows that there are almost 150,000 people in Leeds aged 60 and over (accounting for almost 20% of the total population). This number will continue to increase with the number of people aged 50+ expected to rise to 256,585 by 2021, with those aged 80+ increasing to 39091.

Ensuring Leeds was an age friendly city has been identified as a priority area by older people.

The opportunities and challenges presented by an ageing population are well rehearsed. Older people contribute in countless ways to Leeds' rich and vibrant communities – through the skills and knowledge that they bring to their local communities, high levels of volunteering, acting formally and informally as community connectors, intergenerational interactions, unpaid caring roles, and through the skills and experience they bring to their workplaces.

However, we also know that many older people are also more likely to have multiple long-term health conditions with inequalities disproportionately affecting the poorest in our city. Inequalities in older age are cumulative and have a significant impact on a person's health, wellbeing and independence. As the baby-boomer generation grows older, there will be a range of implications for public sector service provision.

Our ambition supports an 'invest to save' approach, notably across health and social care.

## **Our approach**

Our approach to achieving our ambition to be the best city to grow old in is a citizenship approach, applying to the entire population. This approach:

- ensures that there is a strong focus on social networks within neighbourhoods and the city;
- promotes social capital and participation;
- age-proofs and develops universal services;
- tackles inequalities and reduces social exclusion;
- aims to change social structure and attitudes.

## **Age Friendly Leeds Board (AFLB)**

The board is chaired by the Executive member for Health, Wellbeing and Adults. Its role is to:

- Provide the political leadership and set the strategic direction for the Age Friendly Leeds work programme;
- Undertake the role and responsibilities set out in the MoU signed with the Centre for Ageing Better;
- Build on existing work around older people;
- Co-produce services with older people to ensure they are involved at every stage including design and delivery;

Membership includes the representatives from the council, Leeds Older People's Forum and the Centre for Ageing Better and as such can report to both the Executive Board and the Health and Well Being Board. This work is also part of the Leeds Health and Care programme on improving population level outcomes for people living with frailty.

## **The Age Friendly Leeds Partnership (AFLP)**

The partnership is co-chaired by a Consultant in Public Health, Leeds City Council and the Chair of Leeds Older People's Forum. It brings together statutory, voluntary and private sectors to:

- Address the priorities identified by older people in relation to making Leeds an age friendly city;
- Build awareness of age friendly priorities and actions;
- Assess how age friendly the city is against the World Health Organization's eight Age Friendly domains
- Support age friendly initiatives in our communities and other broader initiatives which help us to work towards Leeds becoming an age friendly city.
- Support staff training and development, including increasing awareness of the issues around ageing so that they can improve their services and plan their own 'Ageing Well';
- Developing key linkages with other groups that enhance health and social care services for older people e.g. integrated health and social care, and mental health;
- Work to challenge and remove the structural and social barriers faced by older people to independence, inclusion and equality.

The AFLP is made up of members each with their own functions and responsibilities. It provides a focus for the agreement of shared action and constructive challenge to make sure that there are improved outcomes for developing a systems-wide approach to becoming an age friendly city. The AFLP meets quarterly and reports on key successes and challenges to the Age Friendly Leeds Board and the Health and Wellbeing Board. Each meeting is themed around a topic from this action plan.

Age Friendly Leeds Partnership members: Age UK Leeds | Care and Repair Leeds | Centre for Ageing Better | Feel Good Factor | Groundwork Leeds | Leeds Beckett University | Leeds City Council | Leeds Older People's Forum | Leeds Dementia Action Alliance | University of Leeds | West Yorkshire Combined Authority | West Yorkshire Playhouse

Membership is open to any organisation that has an interest in and is committed to making Leeds an age friendly city.

**The Centre for Ageing Better** has selected Leeds as a partner and in October 2017 entered into a five year partnership agreement with the Council and Leeds Older People's Forum (LOPF).

The purpose of the partnership is to enable Leeds to adopt evidence-based practice, to pilot innovative approaches and to generate new evidence of 'what works' for ageing well that can be disseminated locally, regionally, nationally and

internationally by Ageing Better, the council, LOPF and other stakeholders. The initial priorities for this partnership are:

- Addressing older people’s housing needs through an Older People’s Housing Strategy;
- Addressing gaps in public transport by developing innovative community transport solutions;
- Community research to explore the motivations, barriers & enablers older people face in contributing to their community.

## National and International Partnerships

Leeds is a member of:

- UK Network of Age Friendly Communities - a group of communities from across the UK that are collaborating to bring about change in the way that we respond to population ageing. Managed by the Centre for Ageing Better.
- Eurocities - Urban Ageing Forum dedicated to raising awareness and improve strategies for age-friendly environments in cities.
- World Health Organisation (WHO) Age Friendly Cities - established to foster the exchange of experience and mutual learning between cities and communities worldwide.

## Want to find out more?

Contact us:

Leeds Older Peoples Forum

Email: [Info@opforum.org.uk](mailto:Info@opforum.org.uk)

Telephone: Tel: (0113) 2441697

Website: <http://www.opforum.org.uk/>

Twitter: [@LeedsOPF](https://twitter.com/LeedsOPF)

Leeds City Council

Email: [agefriendly@leeds.gov.uk](mailto:agefriendly@leeds.gov.uk)

Telephone: 0113 3783831

Website: [www.leeds.gov.uk/age-friendly-leeds](http://www.leeds.gov.uk/age-friendly-leeds)

Twitter: [@AgeFriendlyLDS](https://twitter.com/@AgeFriendlyLDS)

Centre for Ageing Better

Email: [joanne.volpe@ageing-better.org.uk](mailto:joanne.volpe@ageing-better.org.uk)

Telephone: 0113 3786242

Website: <https://www.ageing-better.org.uk/>

Twitter: [@ageing\\_better](https://twitter.com/@ageing_better)

## Get involved

Think about what you can do as an individual at home or at work, or what your organisation can do to make Leeds an age friendly city.

Everyone can contribute to making Leeds the best city to grow old in.

## Action Plan

The action plan builds on previous work and is shaped by a long history of consultation and engagement going back to 1994 when Leeds Older People's Forum came into existence. Consultation and engagement over the past five years includes:

- March 2015 - a workshop to engage older people and stakeholders from a wide range of organisations across the public, private and third sector in the development of the Best City to Grow Old in breakthrough project using outcome based accountability methodology as a framework for discussion. The outcomes from these workshops formed the basis of the Best City to Grow Old in action plan, 2015 – 2019.
- June/July 2016 – A workshop and follow up questionnaire to ask older people and housing providers to think broadly about housing and housing support needs for today and for future generations of older people to support the development of an older persons housing strategy.
- June - September 2016 - consultation with 176 older people around Leeds (via focus groups and written questionnaires) using questions relating to each of the World Health Organisations domains. This was undertaken by Time to Shine in preparation for a new Age Friendly Charter for Leeds.
- June 2017 – A workshop with older people to explore older persons housing requirements to feed into the Strategic Housing Market Assessment and complement the household survey and stakeholder consultation.
- June/July 2017 – A series of workshops with older people to identify the different challenges and aspirations around travel for people in later life in Leeds to inform the scoping of new community transport and volunteer driver options.

The action plan is structured around six topic areas adapted for Leeds from the Age Friendly City domains developed by the World Health Organisation:

- Housing
- Public and Civic Spaces
- Travel and road safety
- Active, included and respected
- Healthy and independent ageing
- Employment and learning

For each topic area we have:

- Outcomes – what we want our end result to be
- Objectives – What we are focusing on to achieve our outcomes
- Older People’s Expectations – what older people have told us they expect from an Age Friendly Leeds

These are set out in the table on pages 8 – 10.

Cross cutting themes across all the topic areas are:

- Effective communications – providing information about services and activities in a range of formats that older people can easily access and which suit their needs
- Access to digital technology – help and support for people who want to use digital technology to make their life better
- Engagement and co-production with older people – involving and consulting with older people on the development, delivery, management and evaluation of services and projects which affect them.
- Inequalities – recognising the barriers faced by older people who are, or are at risk of, being vulnerable or disadvantaged, and putting interventions in place to remove or reduce these barriers.

Officers from across the council and their partners contribute to a quarterly update to the Age Friendly Leeds Board on how their services are contributing to the action plan and addressing the cross cutting themes. The update is presented in a newsletter format which is shared with the Age Friendly Leeds Partnership and on our Age Friendly Leeds webpage.

A framework to measure the impact of the action plan is in development with support from the Centre for Ageing Better. These measures will be incorporated into the plan and reported to the AFLB, Best Council Plan and Health and Wellbeing Board.

<b>Topic area</b>	<b>Outcomes</b>	<b>Objectives</b>	<b>Older people's expectations</b>
<b>Housing</b> Me and My Home Home Independence	Older people can access the help, support and housing options they need to live independently in their place of choice.	Develop the Housing Strategy theme - Meeting Housing Needs of Older Residents around the four priorities: <ul style="list-style-type: none"> <li>• Information and advice</li> <li>• Living independently</li> <li>• Specialist housing with support</li> <li>• New housing developments</li> </ul>	I have the support I need to live independently and well in my own home I know what my options are and where to go for information When I need it, I have the option to move to a home with extra support I know that when new houses are built my needs are considered/my voice is heard
<b>Public and civic spaces (city centre and district centres)</b> Parks Public squares, Market squares Pedestrian areas Public buildings	Leeds is a welcoming city, accessible to all where older people feel, and are, safe.	Promote the voice of older people in planning and regeneration Engage with businesses in the city centre, and local district centres to encourage an Age Friendly Approach Provide attractive and safe public spaces and buildings that enable older people to feel confident to go out and be more active in their local community and in the city centre	When I go out I can enjoy public spaces and buildings that are clean and accessible When I go out I am confident that I will be able to take a rest and use a toilet when I need to



<p><b>Travel and road safety</b></p> <p>Community and volunteer transport Road safety</p>	<p>Older people are able to access a broad range of affordable and accessible transport options to get about the city easily and safely</p>	<p>Ensure the views of older people contribute to transport strategies, policies and plans</p> <p>Offer accessible and attractive public and community transport options</p> <p>Offer legible, attractive and safe local neighbourhoods for walking and cycling</p> <p>Support and motivate people to make healthy travel choices</p>	<p>When I travel I feel safe and am treated with respect</p> <p>I can travel to places I need to visit on accessible and affordable transport</p> <p>My neighbourhood and the places I visit are safe and accessible for walking</p>
<p><b>Active, included and respected</b></p> <p>Arts and culture Social activities Intergenerational Volunteering</p>	<p>No-one is lonely; there are a range of opportunities people can participate in to help them live healthy, active and fulfilling lives.</p> <p>Ageing is promoted positively and older people feel worthwhile and valued as citizens of Leeds.</p>	<p>Maximise the opportunities created by the Time to Shine Programme to reduce loneliness and social isolation</p> <p>Work with artists, practitioners and cultural organisations to actively engage older people in the city's arts and cultural offer</p> <p>Offer a range of volunteering opportunities which older people can actively participate in</p> <p>Undertake work with partners and the media to raise the profile of Age Friendly Leeds, intergenerational work and positive ageing.</p>	<p>I enjoy taking part in a range of leisure and social activities</p> <p>I feel respected and socially included in my community</p> <p>I feel involved in decisions about issues concerning my community</p> <p>I volunteer on a regular basis</p> <p>I don't feel lonely</p>

<p><b>Healthy and independent ageing</b></p> <p>Healthy Ageing Winter Wellbeing Health and Social Care</p>	<p>Older people are able to live healthy lives and remain independent for longer.</p>	<p>Deliver a programme of work that supports healthy ageing focusing on:</p> <ul style="list-style-type: none"> <li>• Active and Independent Living</li> <li>• Nutrition and Hydration</li> <li>• Mental Health and Wellbeing</li> </ul> <p>Minimise the impact of cold weather and cold homes for vulnerable older people</p> <p>Support older people who are living with frailty to be healthy and independent.</p> <p>Ensure that mainstream health and social care providers support this agenda</p>	<p>I enjoy a good quality of life</p> <p>If I am unwell I know that I can easily access the health care and help that I need</p> <p>If I have to go into hospital I know that when I am discharged I will get the help and support I need to return home</p> <p>As a carer I am acknowledged, valued and supported in my caring role.</p>
<p><b>Employment and learning</b></p> <p>STEP Programme Adult learning Growth Strategy Age Friendly employers</p>	<p>Older people in Leeds actively participate in the city through fulfilling employment and learning</p>	<p>Employment</p> <ul style="list-style-type: none"> <li>• Support older people back into work</li> <li>• Support older people to stay in work</li> <li>• Develop an approach to Age Friendly working practices</li> </ul> <p>Support people to access education and learning opportunities</p>	<p>I am in meaningful, paid employment</p> <p>I am engaged in education or training which I enjoy, either formal or non-formal</p>