



# Herzliya

## The Third Age In The First Place

### הגיל השלישי במקום הראשון

(**Best Practice**) This slogan of Herzliya`s master plan for senior citizens; **The Third Age In The First Place** was selected in a city competition, as part of Public Awareness Campaign calling for involving our older residents in the planning process)

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Baseline assessment

December 2019



**The city of Herzliya**, located near a magical beachfront, is a city which has been standing at the forefront of progress in Israel for years – in high-tech, education, quality of life and recreational culture. In 2017 it had a population of 93,989 of which 22% were senior citizens, compared to Israel's average of only 13.8%. Herzliya Seniors are considered to be a "young group" as in 2017 almost half were 61 to 70 years old.

Herzliya started to promote a master plan for senior citizens in 2010. This plan emphasizes the fields of civic participation, leisure and social and voluntary engagement. In 2019, the city council decided to re-promote the senior citizens master plan, according to the Age-Friendly Cities and Communities program. This plan serves as a roadmap for further work for the benefit of the elderly residents - those of today and those of the future.

### **Introduction: Age Friendly cities and communities in Herzliya**

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The form of "Membership in the Global Network of Age-friendly Cities and Communities (GNAFCC)"<sup>1</sup> stated :

"Creating age-friendly environments requires a process across the life course that progressively improves the fit between people's needs and the environments in which they live. To achieve this, coordinated response is required across many stakeholders, sectors and multiple levels of government..."

In the following document, we would like to present the activities and achievements of the city of Herzliya for the benefit of its elderly residents.

The Herzliya Municipality began promoting a master plan for senior citizens in 2010. Recently, it was decided to re-promote the program, in line with the new knowledge that is being built and gathered around the world, and with the practice generated among Herzliya's officials and the civic organizations.

We believe that the policy, infrastructure and services, over the years, to include senior citizens in municipal activities - for its entire residents, sideline activities dedicated for senior citizens, are in line with the GNAFC principles for **process for creating more age-friendly cities and communities**:

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<https://www.who.int/ageing/age-friendly-environments/GNAFCC-membership-en.pdf?ua=1><sup>1</sup>

- **Co-design and co-creation.** Creating an age-friendly city or community requires collaboration and coordination across sectors and with diverse stakeholders. One of the essential conditions toward creating age-friendly cities and communities is the meaningful involvement of older people at all stages: setting the agenda, as well as the development, implementation and evaluation of age friendly actions. Older people are not only beneficiaries but crucial agents of change.
- **A bottom-up participatory approach** should be combined with top-down political commitment and resources
- A life-course approach that encourages **inter-generational relations**, solidarity and mutual support should be central to efforts to create age-friendly cities and communities.

### Acquaintance with Herzliya; Israel`s city of High-Tech, leisure and vacation

The city of Herzliya was named after the visionary of the State of Israel, Benjamin Ze'ev Herz, and located near a magical beachfront. It is a city which has been standing at the forefront of progress in Israel for years – in high-tech, education, quality of life and recreational culture.

**Herzliya, located** in the central coast of Israel, at the Northern part of the Tel Aviv District, is known for its robust start-up and entrepreneurial culture. In 2017 it had a population of 93,989 and covers an area of 21.6 square kilometers (8.3 sq mi).

#### **Herzliya`s Main sites**

- The Herzliya Marina was built in the 1970s and is one of the largest and most innovative marinas in the Mediterranean basin
- A small airport - mainly used by flight schools and for general aviation. It has no terminal
- Three shopping malls, movie theaters, museums, cultural centers and a stadium
- IDC - an academic institution, founded in 1994, IDC Herzliya is a non-profit organization modeled in the image of Ivy League universities in the U.S.
- Herzliya's industrial area houses business, high-tech and entertainment. These include representatives from high-tech international companies, foreign banks and embassies.

**Economic situation** According to the Israel Central Bureau of Statistics, the residents of Herzliya are among the wealthiest in Israel. The average salary in the city (NIS 13,992), higher than the average wage in Israel (NIS 10,488). Nevertheless

there is a large gap between the city's seven working-class neighborhoods, among them Yad Tisha, Neve Yisrael and Neve Amal, and with upscale Herzliya Pituah.

**Demographic composition** At the end of 2017, the city of Herzliya numbered about 94,000. The city of Herzliya is considered a "mature city" compared to the demographic average in Israel.

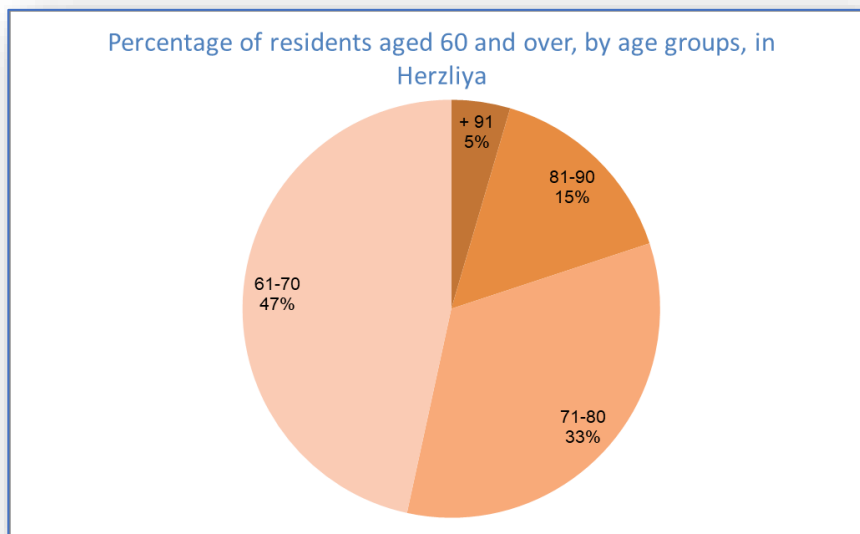
The city comprises 24% of children (compared to a national average of 33%) 53% in the workforce, and 22% of elderly (compared to the national average of 13.8%).

### Senior Citizens in Herzliya

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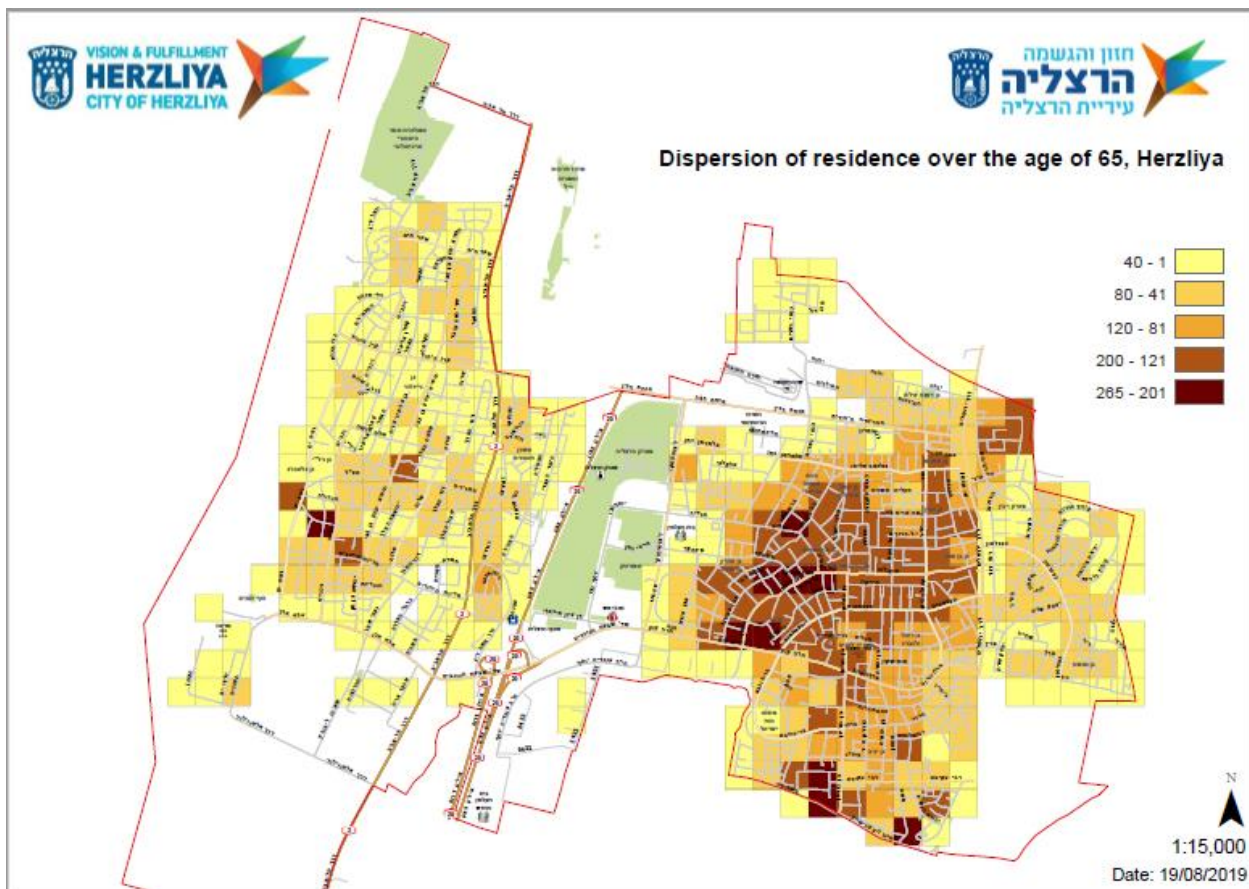
According to Israel Social Security data, at the end of 2017, 22,786 senior citizens lived in Herzliya, approximately 22.1% of the city's residents (women over 62, men over 67), compared to the national average of only 13.8%.

Of these, 1.3% Senior citizens were receiving income supplementation, compared with the national average of 2.2%.



Herzliya's senior citizen group in 2017 is young-old. Almost half are 61 to 70 years old.

## Density Map of Senior Citizens residences throughout the city



**BP.** Heat map of senior citizen's residence density is a valuable planning tool for many fields of service. It is used to allocate resources and services over the city's neighborhood – like social clubs, the adjustment of public gardens and shopping centers to the needs of elderly neighbors, or signage for road safety and painting of crossings.

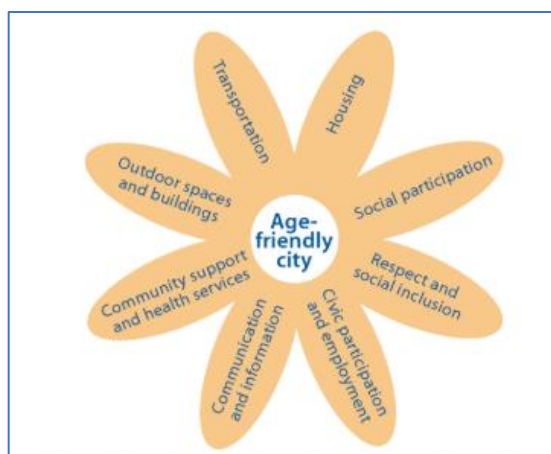
This map shows that most senior citizens live in the city center and in the oldest neighborhoods, in high-rise areas. However, in addition to downtown, older residents live in all suburban neighborhoods. The dark areas in the western part of the city are of sheltered housing.

## Age Friendly cities' topics in Herzliya`s master plans for senior citizens

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Herzliya Senior Citizens Master Plan was prompted in two parts: The first part took place in 2010. The first plan emphasized *civic participation* and leisure, social and voluntary engagement, by establishment of several mechanisms for *social participation* by involving senior citizens in the implementation of the program and its deliverables, and different means *for communication and information*.

Over time, the social mechanisms, including the "Municipal Steering Committee for the Advancement of the Master Plan," composed of adult residents under the professional leadership of a community social worker, became the most important deliverable, as the Steering Committee and its subcommittees continued to initiate and advance new programs, expanding its basic program framework beyond its original objectives.



The second part took place in 2019; its goal was to expand the field of operation to other areas in accordance with the topics of age-friendly cities and communities. This program added topics such as the *outdoor space and building* by development of public space, the extending of means for *information and data* mechanisms, *public transportation*, support for new pensioners and the establishment of community

organizations for the mutual support of elders .

Alongside the Senior Citizens Master Plan, the City promotes other thematic master plans for the benefit of all city residents. These plans, as with the city master plan, included *transportation, sports and health, respect and inclusion* for the older residents by addressing the unique needs of the advanced life stage in each plan.

## 2010- The baseline program for senior citizens -In deep

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In 2010, the Herzliya Municipality initiated a multi-sector master plan for senior citizens, in cooperation with civil society organizations, municipal Departments and residents' representatives.

The program was led by the Department of Social Services - the Community Work Unit and the Social Welfare Section:

### Herzliya Municipality:

- Social Welfare Department: The Community Work Unit, Older Welfare Department, Volunteer Bureau
- Herzliya Art and Culture Company Ltd
- Department of Youth Culture and Sports
- Health unit
- Retirement clubs
- Herzliya community centers ltd.

### Civil organizations

- ALE - The Association for the Elderly
- Community activists
- Professional Pensioners Organizations: Teachers, El Al, Industrial, Police and others
- Volunteer Organizations: Herzlide, Community Television, New Direct Newspaper and others

Co-senior citizens in the process of designing the master plan: a meeting was held for the public, through round tables for senior citizens. Four tables were engaged in the fields of ICT, employment, society and inter generation activities.

### **From established residents for senior citizens plan, emphasis on recreational activities and community services.**

The background to the initiative to promote a master plan for senior citizens was the dramatic increase in the number of retirees. In 2010, residents of the city aged 60 and over numbered approximately 22,000 people. A record numbers. Demographic surveys showed that the city's retirees were characterized by medium-high socio-economic index, high education indicators, and for the most part have robust health. This socio-economy condition, and their ability and a desire to contribute to the community, have guided the city strategy program to concentrate especially in the topics of leisure and volunteering.

### **The vision**

- To Provide an attractive service, at a professional level, accessible and tailored to the needs of a variety of residents among the senior citizen audiences.
- Creating solutions that enable learning and enrichment, utilization and development of capabilities and skills, enjoyment and social networking with the involvement of senior citizens and integrating them into the wider community

### The goals

1. Development of leisure and volunteer activities that enable learning and enrichment, utilization and development of abilities and skills, enjoyment and social networking.
2. Developing a city-wide activity, ensuring diversity, professionalism and accessibility.
3. Strengthening the involvement and partnership of senior citizens in all planning, development and operation of leisure and volunteer activities
4. Estimate the needs of special populations and subgroups among SCs
5. Integrating the older residents of the city into the wider community, addressing their unique needs

### Practical steps to implement the program

- Appointment of a city's planning committee composed of senior citizens that will be the engine for the implementation of the plan over time, identify new needs and initiate other projects
- Leisure survey among adult city residents and mapping existing solutions
- Collecting and analyzing relevant information from professional literature, focus groups and the leisure survey
- Establishment of a senior citizens association for promoting leisure
- Edit a plan of action and present it to the city's council for approval
- Establish a municipal planning committees:
  - Municipal Steering Committee
  - Leisure Committee
  - Communications and Information Committee
  - Volunteer Committee Task Committees :set up neighborhood, regional and municipal programs



### **Best practice: The Municipal Steering Committee for the Advancement of the senior citizens Interests**

The leading delivery of the Senior Citizens' Master Plan (2010) was the establishment of a municipal steering committee that runs a routine implementation of the Master Plan. The steering committee operates through three sub-committees:

The Leisure and Culture Committee, the communications and Information Committee, the Volunteer Committee. Each one initiates and sets up community social initiatives in its fields of work.

The composition of the committee members: representatives of senior citizen social activists, a representative of the Department of Welfare – the Community service

#### Principles of committee work

- Partnership and reciprocity in decision making and active action
- Empowering Senior Citizens and advancing their abilities to influence their lives and their environment
- "Exploiting" the capabilities, knowledge and experience of the senior citizen
- Tunneling Strengths and forces to significant personal and communal action. (Substitute to workplace)
- Enable acquisition of knowledge and skills that will support organize and solve the problem, resource mobilization and change processes

#### **An example: Steering Committee Summary - Master Plan for the Third Age May 25, 2018: Summary of the discussion topics:**

- Holocaust survivor survey. 481 people were found; the survey questionnaires found "welfare" needs .The department for the elderly met their needs.
- Contact Line –“Attentive Ear” - A service grows from 5 to 10 volunteers and from 70 to 120 clients
- The widows club - "Continue Together Friendship For life". 30 women. Start with an 8-person support meetings and joining together in social activities.
- Relief loneliness - reviewing actions for the weekend and "virtual community"
- Planning "a retirement preparation" course
- Issues that were not realized in 2017...
- 2 additional areas were raised for 2019...