

Creating Age-friendly Places

A guide for cities, boroughs, towns or counties,
councils, partners and communities

Introduction

This guide, produced by the Beth Johnson Foundation and Manchester City Council on behalf of the Local Government Association's Ageing Well programme, and with support from Keele University, sets out what makes an age-friendly community and helps councils and their partners determine how to make their areas good places for people to grow old.

It looks at the current developments around ageing and the directions policies are driving us in. It discusses the different components which add up to make an age friendly city. And it looks at how cities and communities are putting it into practice, not only in the UK but globally.

Society is changing, and advances in health and living conditions are helping people live longer. It's great news for us all. But we need to be prepared for our increasingly ageing society.

Ageing populations are a major feature of social and economic life.

The percentage of the population aged 65 and over is increasing, while the percentage of under 16s reduces. This trend is projected to continue and by 2035, 23 percent of the population is predicted to be aged 65 and over compared to 18 percent aged under 16.

Over the period 1985-2010 the number of people aged 65 and over in the UK increased by 20 percent to 10.3 million. The number of people aged 85 and over more than doubled over the same period to 1.4 million and the percentage aged under 16 fell from 21 percent to 19 percent.¹

Globally, the ageing population is also growing in size and becoming increasingly older too. From 2000 until 2050, the world's population aged 60 and over will more than triple from 600 million to 2 billion. Most of this increase is occurring in less developed countries - where the number of older people will rise from 400 million in 2000 to 1.7 billion by 2050.²

Current life expectancy for men aged 65 in the UK is 82 years, and for women 85 years, although age expectancy varied according to where people live and their class background. By 2050, a 65-year-old man in the UK can expect to live to 91. In 1950, his life expectancy was 76.³

The UK is not alone in the challenges it faces. Globally the number of people aged over 60 will double as a proportion of the population by 2050.⁴ And there will be more older people than children in the world for the first time in history.⁵

In the UK and worldwide, authorities need to ensure towns, cities and villages are good places to grow old. Councils face this challenge alongside decreasing and highly pressured budgets.

¹ Office of National Statistics

² World Health Organisation

³ Figures from the Office of National Statistics

⁴ WHO Global Age Friendly Cities Guide

⁵ United Nations Department of Economic and Social Affairs

The Local Government Association's Ageing Well Programme was an intensive programme of support for councils which was funded by the Department for Work and Pensions. It was designed to help councils develop good places to grow older.

Working in a variety of ways, it helped councils diagnose what needed to be prioritised and provided support mechanisms to help them achieve it.

The work covered areas such as age equality, intergenerational projects, loneliness and isolation, engaging with older people, housing, creating dementia-friendly communities, health and wellbeing boards, volunteering, strategic measures and taking a whole place approach.

The programme has now come to an end, but councils are still accessing support from the Ageing Well website that includes a wealth of resources drawn together during the two year programme.

Visit: www.local.gov.uk/ageing-well

Manchester City Council's Valuing Older People (VOP) team, based in 'Public Health Manchester' is responsible for developing Manchester's strategic response to an ageing urban population, promoting age-friendly practice and supporting a range of initiatives designed to improve the quality-of-life of older Mancunians.

The Beth Johnson Foundation is a leading national voluntary organisation that seeks to make a positive impact on the lives of older people, to gain recognition for the valuable role older people play, and to challenge age discrimination through pioneering initiatives that bring together research, policy and best practice.

The **Department for Work and Pensions** provided the funding for the Ageing Well programme. It acknowledges that "Strong leadership, working in partnership, joining up services and including older people in service design and delivery, leads to more cost-effective services with better outcomes for older people."

Keele University's Centre for Social Gerontology has developed an international reputation for research and teaching on ageing. The centre's research focuses on social aspects of growing old, acknowledging the influence of gender, class and ethnicity through all phases of the life course. The centre has developed a particular interest in age-friendly cities and is building a major research programme around this area.

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1. Putting age-friendly communities on the agenda

Ageing is becoming a hot topic and much is being done to prepare the UK and the world for this increasing ageing population.

Much of the work is about recognising the positive aspects of ageing and encouraging active ageing where people redefine mid and later life and older age and embrace it, after all, with older age defined by some as starting at 50, we could be spending almost half our lives as an older person.

1.1 What's happening...globally

The **World Health Organisation** (WHO) adopted the term 'Active Ageing' to recognise factors beyond health care that affect how populations age (Kalache and Kickbusch, 1997) and also to emphasise the importance of older people's participation in society.

The WHO's policy framework Active Ageing states that health and social care are just a part of the equation to help people live long and fulfilling lives.

"It is time for a new paradigm, one that views older people as active participants in an age- integrated society and as active contributors as well as beneficiaries of development." Kalache WHO 2002

It believes strategic plans should help shift the focus from passive needs and deficits, and the view that older people are a drain on society, to a positive approach to all aspects of ageing.

Active ageing policies and programmes range from self-care and personal responsibilities to age-friendly environments and intergenerational solidarity.

The WHO research for the **Age-friendly Environments Programme** to address the environmental and social factors contributing to active and healthy ageing revealed:

- Older people play a crucial role in communities that can only be ensured if older persons enjoy good health and if societies address their needs.
- Making cities and communities age-friendly is one of the most effective policy approaches for responding to demographic ageing.

The WHO is leading the way globally on age-friendly cities and its comprehensive guide **Global Age-friendly Cities** is a leading light for the world on ageing. See http://www.who.int/ageing/age_friendly_cities_guide/en/

The WHO **Global Network of Age-friendly Cities and Communities** links initiatives taking place across the world to the World Health Organisation and each other, providing motivation by sharing of good practice and ensuring the label age-friendly city and community reflects a common global understanding.

The network provides technical support and training, facilitates the exchange of information and best practices and ensures the quality of the tools and interventions being used.

Through working with older people, the WHO has identified a number of areas to be addressed to create an age-friendly city, town or borough. More information on this can be accessed via the Global Age-friendly Cities guide produced by the WHO.

The WHO has recognised that national initiatives are emerging across the world. France had 30 cities signed up to its National Programme on Ageing in 2010, and the concept had taken off in Canada and Ireland. Pilot studies were also being conducted at six locations in China.

New York City is seen as a world leader on creating an age-friendly city, with 59 public-sector initiatives to improve the lives of older New Yorkers (J Parry, 2010).

In June 2011 the WHO announced the first wave of its Global Network of Age-friendly Cities and Communities and Manchester and nine other initiatives worldwide were selected to sign up to a five-year commitment to:

- involve older people in all stages of the process
- conduct a baseline assessment of the age-friendliness of the city over the eight domains detailed in the Global Age-friendly Cities guide
- develop a three year city-wide action plan based on this assessment with indicators to monitor progress.

The other initial members were: New York City, New York and Portland (Oregon, also USA); London (Canada); Melville (Australia); Donostia-San Sebastián (Spain); Brussels; Geneva; Dundalk-Louth County (and the Irish National Age Friendly Counties Programme); plus two other national programmes - Bien Vieillir, Vivre Ensemble, France, and Slovene Network of Age-friendly Cities (led by Ljubljana, Maribor, Celje, Velenje and Ruse).

In September 2011, the **Dublin Declaration** on Age-Friendly Cities and Communities was signed at the first international Age-Friendly Cities Conference.

Over 40 cities from across the world signed the declaration, pledging their commitment to age-friendly cities and particularly to work on the actions

detailed in the World Health Organisation Global Age-friendly Cities guide.

These include:

- Promoting awareness of older people and their needs.
- Ensuring the views of older people are listened to and valued.
- Adopting measures to develop urban and other places that are inclusive to all but particularly older people.
- Promoting and support the development of inclusive communities that include housing for older people.
- Working to establish public transport systems that are available and affordable for older people.
- Promoting participation of older people in the social and cultural life of their community.
- Promoting and support the development of employment and volunteering opportunities for older people.
- Ensuring a comprehensive and integrated range of affordable, easily accessible, age-friendly and high quality community support and health services is available to older people.

Case study: **New York City, USA**

In New York, steps are being taken to make New York City a better place to grow old by promoting 'age-in-everything' across all aspects of city life. Public agencies, businesses, cultural, educational and religious institutions, community groups, and individuals are working together with government to consider how changes to policy and practice can create a city that is more inclusive of older people and more sensitive to their needs.

Of the eight million people who live in New York City, more than one million are over the age of 60. In line with global trends, over the next 20 years, this number is expected to increase by nearly 50 percent - the most rapid increase in history.

Age-friendly New York City is a collaborative effort to respond to and benefit from this population change, led by the Office of the Mayor, the New York City Council, and The New York Academy of Medicine.

The initiative asks the city's public agencies, businesses, cultural, educational and religious institutions, community groups, and individuals to consider how changes to policy and practice can create a city more inclusive of older adults and more sensitive to their needs.

Steps currently being taken by New York City (one of the WHO age-friendly cities) include:

Ageing improvement districts

This initiative sees the concerns and suggestions of older adults in a specific neighborhood being brought together with the leaders and resources of local businesses, non-profit organisations, city officials, cultural, educational and religious institutions to encourage a strategic approach to make no and low-cost improvements.

Age-friendly business

This initiative is focused on making businesses throughout the city more aware of the older adult population, by encouraging shops to be age-friendly and informing human resource professionals on the best strategies to retain their older adult employees.

Age-friendly schools, colleges and universities

Education establishments are being encouraged to be more age-friendly to support the desire of older New Yorkers who have voiced a strong desire to continue learning, access skills training, and participate in the rich and vibrant communities of colleges and universities.

Age-friendly technology

This project helps older people to get to grips with advances in technology which in turn is helping to reduce social isolation.

Age-friendly professions

The Age-friendly Professions project asks prominent institutions and professional organisations throughout New York City to think about what their profession can do to become more age-friendly.

59 Initiatives

The Office of the Mayor and the New York City Council asked all city departments to consider how they can improve the way they integrate and serve older adults through their work.

A total of 59 initiatives to improve the quality of life of older adults came out of this review and can be

See www.nyam.org/agefriendlynyc for more details.

Case study: Michigan, USA

In the US state of Michigan, cities, townships, and municipalities across the state are aiming to create places that are 'elder friendly'.

Their definition of an elder-friendly community is one that provides opportunities for people to age well by making resources available for day-to-day living. Grocery stores, pharmacies, medical care, transportation, social support networks and churches should all be within easy reach for this to happen, it says.

Home-delivered meals should be available where needed, the community should be safe, and housing affordable, creating an environment where older citizens can live with dignity and independence.

The initiatives in Michigan include housing and community projects for older people, and the use of national resources such as the Aging In Place Initiative (http://www.aginginplaceinitiative.org/storage/aipi/documents/Blueprint_for_Action_web.pdf). This initiative brings together Partners for Livable Communities (Partners) and the National Association of Area Agencies on Aging (n4a) and was developed to help America's communities prepare for their ageing populations and to create good places to grow old.

As well as using national projects to bring a local approach to creating an environment that is good for older people, Michigan also draws together information for older people on its state website www.michigan.gov/miseniors which helps people to age well.

For more information on these projects see:

http://www.michigan.gov/miseniors/0,1607,7-234-43293_46728-170464--00.html

Case study: **Manitoba, Canada**

Manitoba has been at the forefront of the move to create age-friendly communities in Canada, with at least 72 communities involved in their projects. Its website has many resources including:

- An age-friendly features assessment tool, checklist of age-friendly features, and a guide to age-friendly rural and remote communities.
- Videos to show what age-friendly means to older people.
- An age-friendly business checklist to build awareness and to encourage businesses to become more age-friendly.
- Terms of reference, which age-friendly communities may adopt.
- The Age-friendly Manitoba Charter and a media news release sample.
- A flyer on assistance the Age-Friendly Manitoba resource team can provide.
- A leaflet on age-friendly milestones for communities.

For more information see:

http://www.agefriendlymanitoba.ca/resources.cfm?cat_id=23 for more details and links to these resources.

Case study: **Hong Kong, China**

Age-friendly Hong Kong is establishing a comprehensive framework for ageing to support welfare agencies, the public and private sectors and communities to enhance life for older people and raise awareness of the issues facing older people. Part of this work is working with mainland China on an international action plan to face the challenges of an ageing population. This approach is very much based on people growing older within the unique Chinese culture.

China has a National Committee on Ageing and a national Age-friendly Cities programme and Hong Kong is taking a people-centered approach to optimise services and facilities to enable older people to remain active, healthy and secure.

Part of the awareness work is to empower individuals as they age to live independently and vibrantly. At the same time the needs and preferences of the most vulnerable older people are being acknowledged and measures are in place to create a more seamless continuum of support that respects the decisions and lifestyles of older people. Hong Kong also upholds the principle of ageing in place so people should, as far as possible; live with their families or in a familiar environment as they age.

Initiatives Hong Kong is investing in include innovative fitness stations in parks which are specifically designed for older people. For more information see:

http://www.aarpinternational.org/agingadvances/agingadvances_show.htm?doc_id=553951

For more information on priorities for an ageing society in Hong Kong, see <http://www.elderlycommission.gov.hk/en/library/Ex-sum.htm>

1.2. What's happening...in Europe

The year 2012 was declared the **European Year of Active Ageing and Solidarity between Generations**.

The European Union sees the year as a chance for countries in the EU to reflect on how Europeans are living longer and staying healthier than ever before — and to realise the opportunities that represents.

The initiative is designed to challenge politicians and stakeholders to improve opportunities for active ageing in general and for older people to live independently. Areas including employment, health care, social services, adult learning, volunteering, housing, IT services and transport are all key to achieving this aim, it says, and the European Year of Active Ageing seeks to raise awareness of the issues and the best ways of dealing with them.

Towards Smart, Sustainable and Inclusive Places for All Ages includes the AGE Platform Europe manifesto building on 2010, European Year for Combating Poverty and Social Exclusion and preparing for this year's focus on Active Ageing and Solidarity between Generations. It covers:

- age-inclusive living environment
- inclusive housing to support ageing-in-place
- age-inclusive mobility and transport
- beyond barriers to accessibility – exploring some contradiction, confusion, complexity and nuance, including the “risk of risk aversion! In addressing security we often compromise safety, and when we address health and safety we often compromise wellbeing, livability, attraction, autonomy and choice!”

Reinforcing themes of the WHO's age-friendly cities it's a manifesto for:

- Desirable and sharable urban places
- Health and well-being in our publicly used buildings
- Sustainable neighbourhoods for all ages
- Wellness in Sustainable Housing
- Seamless public transport; and
- Responsive and integrated personal transport.

It also makes the case for the technologies embedded in the fabric of urban spaces and public buildings to aid navigation and orientation also being guided by inclusive design principles; and it includes some practical examples from different cities or other areas for example

- Belgian 'Abbeyfield' flats for older people in a non-profit organisations with a free rooms that students seeking for place to live
- "Helsinki for All" project is a city in which everyone can move and live with ease. It is a cooperation project established by the Helsinki City Board in 2002 and headed by the Public Works Department.
- Rogaland (Norway) where sea transport is crucial has some boats designed for all with accessible information including tactile signs and wheelchair-friendly entrances and spaces.

- Salzburg (Austria) encourages older people to use the entire trolley bus network and initiatives include: mobility days, travel training for older passengers, training for drivers, ticket inspectors and call centres.

For more information see:

<http://www.age-platform.eu/fr/domaines-daction-politique/inclusion-sociale/prises-de-position-dage/1354-age-policy-paper-qtowards-smart-sustainable-and-inclusive-places-for-all-agesq>

European countries and cities are also taking part in the WHO's Global Network of Age-friendly Cities and Communities.

Case study: **Brussels**

The Belgian city of Brussels is one of the WHO age-friendly cities and became so through a Belgian Ageing Studies research. This monitors local challenges and opportunities, as well as issues of quality of life, among home-dwelling older people. The project provides a framework for systematic evidenced-based community planning. Organised around a scientific survey process now completed in multiple cities (including Brussels), the model has the potential to provide the comprehensive information needed to assist city councils in rational planning toward improved environments for ageing. Through a participatory method, older people are actively involved in all stages of the project. They play a crucial role in the planning, the design, and the research, as well as in developing local policy/plans. Alongside local associations, community centres and other stakeholders, older volunteers create opportunities for active ageing and social change in their neighbourhoods. The survey instrument measures the living conditions and aspects of quality of life of older people, including aspects such as housing and neighbourhood conditions, feelings of loneliness, care, social networks, physical and mental health, feelings of (un)safety and social/cultural/political participation. For more information see: <http://www.belgianageingstudies.be/>

Brussels has free travel on public transport for people over 65, and a wide range of clubs, cultural treasures and a diverse programme of activities. For more information see:

<http://www.brussels.be/artdet.cfm/6131>

<http://www.brussel.irisnet.be/culture-tourism-leisure/brussels-for-senior-citizens>

Case study: **Dundalk and Lough, Ireland**

Ireland hosted the first international Age-Friendly Cities Conference which resulted in the Dublin Declaration on ageing and the county of Louth and city of Dundalk are leading the way in Ireland, and hope other cities and counties will be able to replicate their work.

Ireland's Age-Friendly Counties programme is adapting and changing the

services and infrastructures of towns and cities so that they are more accessible and user friendly for older people. The programme aims to create communities where everyone can enjoy a good quality of life and continue to participate fully in the life of their communities. Based on the WHO Age-friendly Cities Framework and Guidelines which involved consultation in Dundalk, the programme is rolling out in phases through four regions. Every local authority area will have its own age-friendly programme involving an alliance of senior decision makers and influencers across key public, private and voluntary agencies and the leaders of an older people's forum open for all older people to join.

For more information see: <http://www.ageingwellnetwork.com/> and <http://www.ageingwellnetwork.com/The-New-Ageing-Agenda/age-friendly-communities>

The Netwell Centre at Dundalk Institute of Technology is part of the Global Ageing Research Network (along with Tallaght Hospital and Trinity College, Dublin, and the Irish Centre for Social Gerontology). It aims to “transform communities, environments and technologies for ageing in place” and the research and development activities involve an array of disciplines and include:

- The Nestling Project which is creating adaptable social and physical environments responsive to older peoples' needs.
- Bridging Research in Ageing and ICT Development (BRAID) - a roadmap for active ageing.
- Opportunities in Ambient Assisted Living (AAL) and Geron-technology - workshops for small and medium enterprises on building a competitive advantage. For more information see: <http://www.netwellcentre.org/projects.html>

Dundalk Institute of Technology was central to the World Health Organisation Global Network of Age-friendly Cities research and consultation in Ireland, with its Netwell Centre and its commercial arm CASALA collaborating with industry, care givers and older people on “timely assistance and quality care in the home and the community” through technology advances, applied research and innovation with a focus on user awareness, smarter environments and smarter technologies.

For more information see <http://www.casala.ie/casala-living-lab.html>

Communication is important and the Louth Age-friendly website is a response to older people's wishes for up-to-date information on services particularly for older people to be provided on one site. For more information see:

http://www.louthagefriendlycounty.ie/index.php?option=com_content&view=article&id=1&Itemid=2

Projects include Men's Sheds for men at risk of isolation or experiencing major life changes. The shed environment encourages men to share skills and learn new ones and develop or renew friendships. For more information see: http://www.louthagefriendlycounty.ie/index.php?option=com_content&view=article&id=133&Itemid=92

Case study: **Improving education and vocational training**

A European initiative to improve vocational educational systems throughout Europe is underway, to facilitate lifelong learning.

The European Forum of Technical and Vocational Education and Training (EfVET) is a Europe-wide professional association which has been created by and for providers of technical and vocational education and training in all European countries. For more information see www.efvet.org

The TAFCity project (www.tafcity.eu) is developing a training programme to support the development of age-friendly cities by targeting current and future workers involved in tourism and other service industries.

The TAFCity project brings together seven partner countries: Spain, the UK, Hungary, Portugal, Slovenia, Belgium and Romania.

Case study: **Slovenia**

Velenje, an old Slovenian town, became a modern city after the Second World War. But while it was a symbol of youth its baby-boomer inhabitants are now seniors.

As one of the pioneer age-friendly cities, it became a member of the Slovenian Network of Age-friendly Environments in 2009.

In Velenje, local government works with city stakeholders such as social and city services, police, tourist organisations, banks, railway, health care, pharmacies and others to improve the town for older people.

Intergenerational work plays a key part and a guide for older people with useful information about different social procedures, associations of pensioners, where to ask for help and whom to talk to in case of need has been produced.

See <http://www.inst-antonatrstenjaka.si/repository/datoteke/projekti/SPM-report-2011-Velenje.pdf>

1.3 What's happening...in the UK

UK Urban Ageing Consortium

Launched in July 2012 the Consortium is a three-way partnership between Keele University, Beth Johnson Foundation and Valuing Older People at Manchester City Council. It uses the combined expertise of the three partner organisations to develop learning about age-friendly cities and to advance practice, research and debate ageing in cities. For more information see: <http://www.bjf.org.uk/age-friendly/projects/uk-urban-ageing-consortium>

One key initiative of the Consortium is the development of a UK-wide Network of Cities who are interested in sharing learning and expertise across the age-friendly agenda. Eleven key cities came together in September 2012 to plan a collaborative programme of work to commence work as a 'Shadow' Network – For more information see: <http://www.bjf.org.uk/age-friendly/news/planning-for-uk-age-friendly-cities-network>

Looking back in 2009 the UK government launched a new strategy for ageing – **Building a Society for All Ages**.

This included:

- Providing support to people to look forward and plan earlier for their longer lives.
- Making sure that services are suitable when the time comes to use them.
- A new Active at 60 package and all-in-one cards to provide more opportunities to stay active in later life.
- Helping different generations to keep in touch with one another through digital inclusion projects.
- A Grandparents Summit to explore what can be done to address the 'needs of changing family structures.
- A new one stop shop to help people in mid-life to plan ahead.
- A Good Place to Grow Old programme to promote the importance of ageing issues at a local level.
- A new UK Advisory Forum on Ageing to provide advice to ministers on steps needed to improve well-being and independence in later life.
- A review of the default retirement age has been brought forward from 2011 - this will consider removing employers' right to let employees go once they reach age 65.

Policies on ageing in the UK are detailed on the website for the **Centre for Policy on Ageing** - http://www.cpa.org.uk/cpa/policies_on_ageing.html

Since the Conservative and Lib Dem coalition government came to power in 2010, ageing has underpinned many Bills and policies, many of which are detailed on the Centre for Policy on Ageing website.

The **Department for Work and Pensions** (DWP) has been supporting age-friendly communities in a variety of ways.

Ageing Well was a DWP-funded two-year project implemented by the Local Government Association to help councils make their areas better places in which to grow old. This guide was produced as part of that work and other resources are also available on the Ageing Well website (www.local.gov.uk/ageing-well)

LinkAge Plus pilots in eight areas brought local authorities together with their partners in health and the voluntary and community sector to find innovative ways to break down traditional organisational and financial barriers and to join up services. See <http://www.dwp.gov.uk/policy/ageing-society/products-tools-goodpractice/linkage-plus/>

The **Department of Health** has national service frameworks (NSFs) and strategies which set clear quality requirements for care in the NHS, including the **Framework for Older People** – For more information see: <http://www.nhs.uk/NHSEngland/NSF/Pages/Olderpeople.aspx>

The framework is helping to build stronger partnerships between NHS organisations, local councils, the private sector and older people themselves to bring about more integrated care for older people.

The Public Health outcomes framework for England contains a number of aspects of health and social wellbeing in later life.

The **Audit Commission's** 2008 report, Don't stop me now, covered the challenges and opportunities of an ageing population for local public services and identified good practice at all levels. The case studies collected were wide ranging and included London Borough of Camden work in Kilburn to improve access to local shops and services. In 2008 Camden and Manchester were leading such action. For more information see: <http://www.audit-commission.gov.uk/nationalstudies/localgov/dontstopmenow/pages/default.aspx>

Older people are usually highly attached to their neighbourhoods and become increasingly affected by its quality. The **Department for Communities and Local Government's** strategy for housing in an ageing society, **Lifetime Homes, Lifetime Neighbourhood**. For more information see: <http://www.communities.gov.uk/publications/housing/lifetimehomesneighbourhoods> gives details of what can be done.

The discussion paper Towards Lifetime Neighbourhoods: Designing sustainable communities for all of 2007 made the case for sustainable

planning of the human environment, which is interdependent with the development of healthier and wealthier communities.

At the heart of sustainable development is the simple idea of ensuring a better quality of life for everyone, now and for future generations. Lifetime neighbourhoods should also constitute a preventative investment in good health for future generations and reduce inequalities in morbidity and mortality. For more information see:

<http://www.communities.gov.uk/publications/communities/lifetimeneighbourhoods>

Case study: **Manchester**

The Valuing Older People partnership is an initiative to improve life for older people in Manchester involving a number of different services, organisations, agencies and most importantly, older Manchester residents.

It was launched in 2003 by Manchester City Council, NHS Manchester and community and voluntary organisations. The first strategy Quality of Life Strategy for Manchester was produced in 2004 and since then the city has made important and significant progress in many areas.

The revised strategy, Manchester: A Great Place to Grow Older 2010-2020 presents a vision of Manchester as a place where older people are more empowered, healthy and happy.

The VOP approach has been characterised by:

- older people as leaders, with older residents only on the VOP Board;
- high level political and chief officer support with a central team developing capacity and expertise;
- community anchored building from the ground up with a community of interest in ageing issues across the city and a citizenship perspective on engagement and improving communication with positive images of older people.
- cultural and architectural projects (such as the Baring Foundation on page 35 and the Manchester School of Architecture – see page 18)

The city promotes older people's champions engagement programmes, cultural champions, and a council-wide approach to ageing which includes sexual health and leisure. It has ring and ride schemes to support existing public transport networks, befriending schemes and neighbourhood networks.

Manchester strives for constant improvement and its work has encouraged academic and expert partnerships and external scrutiny and validation. The city's ageing strategy aligns with the WHO age-friendly city themes, and Manchester is the only city in England to currently be designated as a member of the World Health Organisation Global Age-friendly City Network.

For more information on work in Manchester, see

http://www.manchester.gov.uk/info/500099/valuing_older_people/3428/valuing_older_people_vop/1

http://www.manchester.gov.uk/downloads/file/11899/manchester_a_great_place_to_grow_older_2010-2020

Manchester School of Architecture (MSA) set up its projects group in 2005 to develop architectural projects with a life outside of the school and soon began to collaborate with Manchester VOP and numerous Manchester community groups and individuals. It works to understand how architectural education can change how we imagine, design and influence the future of the city and so live together more sustainably. Each year around 25 post-graduate architecture students (5th and 6th year students after their 1st degree and a year in practice) develop collaborative projects which examine the potential of architecture and urban design to affect social issues including age-equality. For example students attended the VOP conference, Towards an age-friendly city in October 2010 and followed this up with older people's groups and in inter-generational projects. Their projects help them develop understanding of the architect's role within wider society, out of their formal traditional role, working in communities, and being proactive as shown in their videos and other media. They develop design methodologies and research in the 5th year and produce more resolved building proposals in the 6th year.

Projects include:

- Discussing urban design issues with diverse user groups to better represent them in planning and consultation exercises for redevelopments.
- A live project developing community education, allotment resources and ease of access to urban agricultural knowledge across the city linked into the Generations Together programme.

For more information see for example:

- <http://projects.msa.ac.uk/?ay=0910>
- <http://projects.msa.ac.uk/?s=31&p=2&c=14>

<http://projects.msa.ac.uk/welcome.php?detailviewGu=participant.39>

Case study: **Edinburgh**

Scotland's capital has become 'A City for All Ages' and, since 2006, it has been involved in the World Health Organisation Global Network of Age-friendly Cities programme. A synchronicity between the city's own Plan for Older People and the aims of the WHO initiative meant it was inevitable Edinburgh would be showcased as one of the leading age-friendly places. The result was a plan for older people named A City for All Ages (see link below) which mapped out mechanisms for enabling the full social and economic inclusion of older people in Edinburgh. A joint arrangement between the City of Edinburgh Council, NHS Lothian and various voluntary and commercial partners, A City for All Ages culminated in two action plans – 2000-2005 and 2007-2010 - linked to a wider vision for the city, in the first phase, and Scotland as a whole in the second. For more information see: <http://www.edinburgh.gov.uk/info/1456/older-people/1055/a-city-for-all-ages/1>

A City for All Ages aims to:

- Make Edinburgh a place where older people can live positive, contributing lives as valued citizens.
- Ensure that the city has a positive approach to older people in all its services and functions.
- Enable as many older people as possible to participate in inclusive, mainstream activities.
- Address effectively the wider issues most commonly cited by older people as problematic - transport, income levels, advice and information, community and road safety and the local environment.
- Enable vulnerable older people to remain supported in their own homes for as long as possible with a good quality of life.
- Ensure the welfare and continuing social inclusion of those living in nursing and residential homes.

2. Creating age-friendly places

Much is going on to address the needs of the oldest residents such as the implementation of dementia and independent living strategies. Preparations are underway for the increasing numbers of older people living with chronic disease which come with improvements in health care and the consequent increases in life expectancy and older populations. But too often debate has been dominated by concern about pensions, health and social care and public funds. Increasing longevity and demographic change also bring unprecedented opportunities.

Valuing older people's contributions to society and working in partnership with them to develop flexible, asset-based approaches is central to best practice. Positive ageing strategies incorporate active or healthy ageing initiatives and take a life-course and where possible an integrated, holistic approach to service delivery and broader policy, including strategic plans.

While prevention in childhood provides most benefits in the long-term, it is valuable at any point in life. There is particular potential to promote health and wellbeing and to reduce health inequalities during mid-later life, especially in areas where populations are disadvantaged and health inequalities are more blatant.

So what age do we consider to be older? As we live longer, ideas about ageing and what constitutes old age change. Chronological age determines access to benefits, like pensions, but our abilities and environments determine how active we are and whether we can enjoy all that communities, or places such as cities have to offer.

The Beth Johnson Foundation's Positive Ageing programme has a life-course approach to promotion of health, wellbeing and independence in later life. This is about healthy, active ageing in its broadest sense and seeing ageing as a natural part of life, stressing the importance of focusing on the individual's own experiences and aspirations. For more information see: <http://www.bjf.org.uk/default.aspx?page=21960>

Creating age-friendly cities and communities will play a vital role in contributing to healthy ageing. By 2030 most European cities will have a quarter or more of their populations aged 60 and over. Cities will continue to be vital for economic life but they will need to be supportive and caring environments at the same time. Those involved in running and planning cities will need to examine questions such as: How can urban development be managed to meet the needs of current and future generations? How can social justice and fairness be achieved in planning urban futures? How can we best support those ageing in place?

Achieving a secure and positive urban environment is especially important for older people given that 80 percent of the time of those 70 and over is likely to be spent in their home or in the immediate vicinity. Older people may feel unsafe within their locality – especially in particular areas or at certain times of

the day, and they may be especially affected by the loss of services linked to shops and post offices.

Harnessing the benefits of urban areas for older people is especially important as they provide a range of resources of value to older people (museums, galleries, concert and dance halls for instance); specialist resources for minority ethnic groups, and a broad spread of social networks.

A key step is developing a strategy for creating age-friendly spaces within cities.

Implementing the age-friendly approach will require a number of policy questions to be addressed. These may include:

- Cities are viewed as key drivers for economic success, part of the 'urban renaissance', but can they integrate ageing populations as well?
- Can the resources of the city be used to improve quality of life in old age?
- Can older people be included on equal terms in schemes for urban regeneration?
- Can we find new approaches to support people with specialist needs such as those with dementia or those with physical disabilities?

Securing age-friendly cities remains an important goal for economic and social policy. The future of communities across the world will in large part be determined by the response made to achieving a higher quality of life for their older citizens.

A crucial part of this response must lie in creating supportive environments providing access to a range of facilities and services. A major benefit of thinking about age-friendliness lies also in its challenge to reassessing the values (and ideals) that might be nurtured within urban communities. In particular, using the idea of age-friendliness as a means of building connections across the diverse groups living within city and other urban environments and via various community hubs and broader social networks.

But it's not just the urban environment which needs to become age-friendly. Although European efforts have focused on cities, communities of all sizes can work to improve their age-friendliness.

Creating age-friendly cities and communities goes beyond active and positive living and health needs, public health outcomes and the persistence of health inequalities. Through the adoption of an age-friendly approach to planning and decision making in all areas of public life, we are actively creating an environment that facilitates citizens' social engagement regardless of their age.

Where we live, the physical, social and cultural environment, impacts hugely upon how we live and the significance of 'place' in all our lives cannot be overestimated. Place is inseparable from our sense of identity and this is true for people of all ages. Research has shown that a number of critical factors

have a very significant impact on the quality of life of older people and the extent to which they will be out and about and participating in the life of their own communities and that those factors also positively impact on the lives of many others, those with disabilities, mothers with young children. See the Irish position papers and framework in their Ageing Well Model at: <http://www.ageingwellnetwork.com/The-New-Ageing-Agenda/age-friendly-communities>

Healthy ageing: keystone for a sustainable Europe

The case for action and funding for Age-Friendly initiatives could be strengthened by quoting the conclusion that, “health policy can support active ageing, and this must continue to be a central focus of concern at both EU and national level in the future, as the keystone for a sustainable Europe”.

This public health-focused work needs to be better incorporated into health systems planning, where low cost preventative interventions can lead to significant savings on hospital care. For example EU level actions can support national governments in increasing healthy life expectancy and preparing their health systems for demographic change. For more information see: http://ec.europa.eu/health/archive/ph_information/indicators/docs/healthy_ageing_en.pdf

Generations of older people, sensory and mobility impaired and other disabled people, children and families and sustainable communities all have similar, related requirements of their local environment and access in their neighbourhood. Transportation issues vary greatly over urban and rural areas but involve active travel and access and ‘walkability’. So if amenities, services and facilities including housing are more age-friendly there will be greater access for communities in general to goods, services and opportunities at community hubs and in local social networks, at the local community or district, cultural or commercial centres.

Closing the generation gap might prove to be one of the greatest legacies of the World Health Organisation’s age-friendly city initiative.

“It may have been well-meaning, but we now talk and think about maternal health, child health, old people’s health, this artificial compartmentalization marginalises older people. By making us think about how we all link to each other, regardless of our age, age-friendly cities show us a different, more connected, future.” (Beard ...quoted by Parry 2010)

3. Age-friendly communities: actions

So what can councils, other public sector organisations, their NHS partners, and organisations in the private and voluntary sector do to create age-friendly places for people to grow older?

This section of the guide looks at the elements which need to be tackled and provides case studies detailing how that is happening.

The categories are based on a review by the New York Academy of Medicine which looked at the literature around seven of the age-friendly city/community topics or domains promoted by the World Health Organisation, plus the WHO's own categorisation.

For more information and the references please see:

http://www.nyam.org/agefriendlynyc/docs/Complete_Literature_Review_AFC_Domains.pdf

3.1. Outdoor spaces and buildings

Public spaces with social, cultural, historic, political, economic and physical features make up the meaningful context of human life. Place is therefore important to the experience of ageing and use of these spaces and other amenities/facilities can promote the mental and physical health of older adults.

The public space/health relationship operates in three ways:

- Natural environments or spaces with natural elements are restorative and promote users' wellbeing.
- Individual levels of physical activity are increased by participation in public spaces.
- Opportunities for social engagement are enhanced in these environments.

Older people's preferred public places include retail shops and services, cultural establishments, restaurants and cafés, as well as parks and squares.

For older people, leaving their home and visiting public places is an important health-promoting activity, regardless of where they go or what they do. Simply going out of the house on a daily basis provides long term functional and health benefits.

But access to varied spaces and other people can be restricted through social barriers - a space may be physically accessible but be considered by some people to be inaccessible. For instance a lack of clean, accessible and safe public toilets can be a physical barrier.

The World Health Organisation guide lists the following checklist for age-friendly spaces and buildings:

- Environment – a clean place with enforced regulations limiting noise levels and unpleasant or harmful odours in public places.
- Green spaces and walkways – well-maintained and safe green spaces with shelter, toilet facilities and seating. Pedestrian walkways should be smooth and free from obstructions and have public toilets close by.
- Outdoor seating – available in a variety of places including parks, transport stops and public spaces, and evenly spaced out.
- Pavements – well-maintained and smooth, level and non-slip, and wide enough to accommodate wheelchairs and including low kerbs. They should also be clear of obstructions including dog mess, trees and parked cars.
- Roads – well-designed with adequate non-slip pedestrian crossings with crossing lights that allow enough time for older people to cross.

Case study: **Newcastle Elders Audit**

Assessing the older person friendliness of Newcastle City Centre was a focus of the Elders Council from 2002, so that older people could access the commercial and cultural life of the city.

In a bid to make the city and its amenities more accessible to older people, the streets, buildings and amenities were assessed through direct observation, using a checklist of points of interest. Older people themselves carried out the assessments. Wherever possible, visits were unannounced but followed up by letter if necessary. The findings are set out in the subsequent report: www.elderscouncil.org.uk/newsletters/downloads/Report.pdf and www.elderscouncil.org.uk/newsletters/downloads/Supermarket%20Full%20report%20with%20covers%202011.pdf <http://www.elderscouncil.org.uk/newsletters/downloads/Final+Parks+Report.pdf>

Case study: **Germany age-friendly supermarkets**

A German supermarket is leading the way with creating a better shopping experience for older people.

The Kaiser Supermarket chain has created an environment which makes shopping an easier experience. Steps taken include:

- Better lighting, wider aisles, non-slip floors, larger price labels and smaller packages.
- Trolleys designed to be lighter and stronger, with drop-down seats for taking a rest.
- Magnifying glasses on chains hanging from shelves and trolleys.
- Red help buttons located throughout the store.
- A relaxation zone with comfortable chairs.

Tesco hope to open the UK's first pensioner-friendly store and sent a group of over-65s to visit the Kaiser supermarket in Berlin to see good practice.

Case study: **Kilburn Older Voices Exchange**

Kilburn Older Voices Exchange (KOVE) is a group of older people improving the quality of life for other older people in Kilburn in the London Borough of Camden. KOVE is involved in a number of projects including:

- For Your Convenience - a guide to accessible toilets around Kilburn High Road and part of a campaign for more public toilet facilities.
- Raising awareness of road safety and seeking safer road crossings with a leaflet with tips on good road safety and information on different road crossings.
- The SHOPPP scheme - (Safe and Happy Older People and Parents with

- Pushchairs) – this aims to improve access to shops and businesses for older people, disabled people and parents with children in pushchairs
- Lobbying for improved street seating. KOVE has produced a community action film that covers the campaign, installation of the first bench and raises the profile of community seating and pride in the area.

For more information see: <http://www.kove.org.uk/>

Case study: Richmond upon Thames Community Toilet Scheme/Westminster SatLav initiative

Easily accessible public toilets are key, and not just for older people.

Richmond-upon-Thames' Community Toilet Scheme and Westminster's SatLav initiative were two of the approaches that were highlighted in the government's guide to improving access to public toilets.

<http://www.communities.gov.uk/documents/localgovernment/pdf/1064520.pdf>

Richmond's scheme allows the public to use the toilets of approved local businesses and organisation. Places participating in the scheme are paid £600 a year to do so and the council has deemed it a cost-effective solution to public toilet provision in comparison to using automatic public conveniences.

In Westminster, residents and visitors can send a text to find out where the nearest public toilet is. People text TOILET to a five digit number and in return they receive a text message. This message costs the subscriber 25p plus the network standard rate of their mobile provider.

Case study: Waihi Beach age friendly health impact assessments

A strategic planning collaboration between a regional council, city and districts councils, and the local population is helping shape things for the better for older people in New Zealand.

The Waihi Beach Age-Friendly Health Impact Assessment uses health impact assessment methodology with the World Health Organisation age-friendly domains. An age-friendly matrix has been developed to assess policy implications against the domains, focusing on level of service and degree of coordination. This measures how far the authority has developed age-friendly strategies to improve wellbeing, the extent to which policies and services impact on the wellbeing of older people, the strength of activity in the Waihi Beach area and gaps and barriers to improvements to service coordination or delivery.

Case study: **Australian age-friendly built environments**

The Australian Local Government Association (ALGA) has developed a resource for local government to help councils improve built environments. It includes six fact sheets which cover a range of age-friendly built-environment issues and includes case studies. The topics covered include:

- Promoting age-friendly built environments.
- Creating a safe and secure pedestrian environment, with more information. See http://www.transport.sa.gov.au/safety/road/initiatives/walk_care.asp
- Fostering age-friendly community planning and design.
- Improving transportation options for older people.
- Supporting recreation facilities, parks and tracks, e.g. the Growing Old Living Dangerously (GOLD) programme which enables older people to continue participating as a group in a range of activities - see http://www.joondalup.wa.gov.au/cms/templates/coj2_lifestyle_grp.asp?id=21
- Encouraging housing choices with a Homewise kit of helpful hints and considerations for builders and residents to make their home design more age-friendly and enhance the ability of older people to live independently, in their place of choice, for longer, by removing barriers of poor housing and landscape design.

See <http://www.beactive.wa.gov.au/index.php?id=1117> for more information.

Case study: **I'DGO inclusive design for getting outdoors**

I'DGO (Inclusive Design for Getting Outdoors) is a multi-disciplinary consortium, engaged in work throughout the UK and beyond to create outdoor spaces which enhance people's lives. Its publications and toolkits include:

- pedestrian-friendly neighbourhoods
- the design of streets with older people in mind
- why does the outdoor environment matter?
- lifelong access to parks and public open spaces

See the following for more information:

www.idgo.ac.uk

www.idgo.ac.uk/design_guidance/index.htm

www.idgo.ac.uk/useful_resources/publications.htm

www.idgo.ac.uk/older_people_outdoors/index.htm

I'DGO TOO is a new set of projects on particular policies and strategies currently being promoted by government as part of the sustainability agenda - urban renaissance, integrated communities and inclusive environments – which looks at the practical implications for older people's lives. See also the resources on the OPENspace research centre.

http://www.idgo.ac.uk/new_projects/index.htm

http://www.openspace.eca.ac.uk/openspace_resources.php

Case study: **older people's playgrounds, Manchester**

Older people have exercised outdoors in China for centuries and the concept was brought to Europe by Germany in the last decade. Berlin's Preussen Park was the first in Germany to erect the exercise equipment for older people with other parks following suit, including in the UK. The equipment is designed to encourage adults to exercise and keep fit and healthy. In Manchester, equipment has been installed in Dam Head. For more information see:

- <http://www.wicksteed.co.uk/playground-projects-manchester-lancashire-pp24.html>
- http://menmedia.co.uk/manchestereveningnews/news/s/1034253_play_time_at_pensioners_park

Case study: **Age UK Pride of Place**

AgeUK has launched a campaign for councils to get them signed up to making their areas better places for people to grow old in. The Pride of Place campaign follows on from the Help the Aged manifesto and toolkit Towards Common Ground and asks local councillors to improve neighbourhoods in their ward or division by listening to older people. Councillors should make change happen and make an ongoing commitment to involving older people, it says.

For more information:

www.lifetimehomes.org.uk/data/files/Reports/towards_common_ground1.pdf
[and www.ageuk.org.uk/get-involved/campaign/better-neighbourhoods-pride-of-place/advocates/](http://www.ageuk.org.uk/get-involved/campaign/better-neighbourhoods-pride-of-place/advocates/)

3.2 Transport

Transportation is an important component of the physical environment and a key factor influencing active ageing. It has an impact on the social participation, security, independence and overall health and wellbeing of older people. When addressing transport issues, mobility is understood as the ability to move from one place to another. Transportation/mobility is linked to health and quality of life in many ways including enhanced social functioning, engagement in life, independence and access to services. Choices are determined by five key age- friendly attributes:

- Availability when needed including during evenings and weekends.
- Accessibility: stairs negotiable, seats high enough, reachable bus stop.
- Acceptability: clean, safe and user-friendly (courtesy and helpful).
- Affordability/costs e.g. less than driving a car or vouchers/passes available.
- Adaptability to meet special needs e.g. wheelchair use.

Transport options are affected by personal factors, use of mobility aides such as walking sticks; fear of traffic collisions/accidents, falling and of crime; and pedestrian safety and walkability of routes, lighting and traffic calming.

The World Health Organisation guide checklist for age-friendly transport includes the following pointers:

- Costs should be consistent, clearly displayed and affordable.
- Transport should be reliable and frequent, including at night and at weekends.
- Public transport should make all city areas and services accessible.
- Specialised transport should be available for disabled people.
- Drivers should stop at designated stops and wait for passengers to be seated before driving off.
- A voluntary transport services should be available where public transport is too limited.
- Taxis should be accessible and affordable, with courteous and helpful drivers.

Case study: **Kilburn's multimedia project**

The KOVE project (see page 25) has also produced filming and multimedia project work on transport issues and how they affect older people. The films follow older people as they use public transport and experience it from their eyes.

For more information see: <http://www.acting-up.org.uk/transport.htm>

Case study: **Brisbane**

Work carried out in Brisbane, Australia, has identified seven priorities for an age-friendly bus system. These include:

- All vehicles should have accessible entries with no steps, facilities to lower the floor closer to the curb and no obstructions in the entrance/exit.
- Bus drivers should be friendly and helpful, specifically having good communication skills, understanding the needs of passengers with varying abilities, waiting until passengers are seated before driving and pulling in close to the curb.
- Timetables and scheduling should provide frequent buses that are available in the morning, evening and on weekends, and should connect well with other buses / transport.
- Bus stop locations close to homes and destinations with few hills along the route;
- Pedestrian infrastructure including footpaths and pedestrian crossings should be established and age-appropriate.
- Older people should be given appropriate and relevant training and information on how to use buses.
- Bus routes and destinations should match the needs and interests of older people.

A report on the work shows the difference providing a good transport system can make to older people. For more information see: <http://www.sortclearinghouse.info/cgi/viewcontent.cgi?article=1623&context=research>

A further report on age-friendly bus information looks at the information sources to use to inform older people about bus services. For more information see:

<http://www.nctr.usf.edu/wp-content/uploads/2011/12/Broome.pdf>

3.3 Housing

Safe, adequate housing is essential to the wellbeing of older people and the focal point of life and activity particularly for the oldest people, most of whom spend 80 percent of their time in their homes. Housing also plays a vital part in people's security, one of three core pillars of the World Health Organisation Policy Framework for Active Ageing.

Housing affects health in a myriad of ways and quality; design and location are three features of housing that play a key role in older people's independence and quality of life, inter-related with choice and neighbourhood context, fuel poverty and health.

The World Health Organisation guide checklist for age-friendly housing includes the following:

- Affordable housing should be available for all older people.
- Essential services should be provided and affordable.
- Housing should be designed to allow sufficient space for older people to move around freely.
- Homes should be made of appropriate materials and well-structured.
- It should meet environmental conditions – e.g. appropriate heating or air conditioning.
- Housing should be adapted for older people with even surfaces, wide passages and appropriately-designed bathrooms, toilets and kitchens.
- Housing should be modified for older people as needed and modifications should be affordable.
- Financial help should be provided for home modifications.
- Maintenance services should be affordable for older people.
- Public housing, rented accommodation and common areas should be well maintained.
- Housing should be located close to services and facilities.
- Affordable services should be made available to enable older people to age in place.

In addition the World Health Organisation checklist says older people should be kept well informed of services available to enable them to grow older in their own homes, and should have a range of options. Sufficient affordable housing dedicated to older people should be provided, along with a range of appropriate services and amenities and activities.

In addition older people should expect to live in homes which are not overcrowded, and be comfortable and feel safe in their housing environment.

Case study: **Bournemouth**

Age-friendly Bournemouth Extra Care aims to maximise choice and provide a range of housing options for people when they need it to maintain full independence in older age.

The provision of extra care was identified as a priority through a then unmet need for 500 units. Bournemouth's Extra Care development programme includes reconfiguring existing sheltered housing and new build to Lifetime Homes standards, which have been incorporated into the Local Development Framework.

Extra Care housing provides a high quality of life. From the outset it has been paramount for the homes to have a vibrant community hub, providing links with existing networks. This promotes an outward-looking approach, where Extra Care residents are included in the neighbourhood and other local residents can participate in activities and the amenities offered by the new scheme. For more information on other Housing Learning and Improvement Network (LIN) case studies visit www.dhcarenetworks.org.uk/housing

Bournemouth Council has found Extra Care offers financial efficiencies for the local authority by reducing the funding of residential care placements. In addition, it has been identified as a key means of reducing the social care spend in future years.

Resource: **Department of Health use of resources toolkit**

The Department of Health's Use Of Resources toolkit (2009) for local authorities uses case studies and examples of alternative models of housing and care and assists commissioners to identify savings and efficiency gains through investing in prevention. The toolkit's key point is that the biggest single source of savings for local authorities is the reduction in residential care, as has been established in Bournemouth. See case study above.

Resource: **Housing Care website**

The resources available on the Housing Care website are geared up to help support older people to remain independent. See www.housingcare.org and <http://www.housingcare.org/information/summary-77-housing-with-care.aspx> for factsheets, books, articles, audio tapes, videos, and other useful websites.

Resource: **Toolkits from the Homes and Communities Agency**

The Homes and Communities Agency (HCA) has resources which can help organisations create better housing for older people.

These include:

- A community engagement toolkit designed to help staff and partners recognise what good community engagement looks like, be open to

innovation and explore new ideas to meet the unique local needs of an area.

- An understanding place-making course that gives a fundamental grounding in what makes different types of places sustainable. The course delivered entirely online in small chunks over 10 weeks.
- An Empty Homes toolkit for a wide range of audiences, from property owners, and concerned neighbours, to council officers. It provides advice and information on all important aspects of returning an empty home into use – including a detailed overview with numerous links to external websites and publications.
- Case studies to support the local investment planning process and help local authorities identify ways to improve their delivery of great places

For more information see: <http://www.homesandcommunities.co.uk/>

Resource: **Housing Our Ageing Population Panel for Innovation**

The Housing our Ageing Population Panel for Innovation (HAPPI) ensures new build specialised housing meets the needs and aspirations of older people. Its report outlines details of housing that respond to needs such as:

- older people controlling the housing processes
- issues regarding space, light and accessibility
- a shared sense of purpose and being part of a community.

Case studies from across Europe are listed at the end of the document. See http://www.homesandcommunities.co.uk/sites/default/files/happi_final_report_-_031209.pdf

Resource: **Care & Repair**

The charity Care & Repair was set up to improve the housing and living conditions of older people and its website includes resources to help councils and other organisations do just that.

Information on targeted repairs and adaptations, handyperson services, and toolkits are available on its website – www.careandrepair-england.org.uk

The charity's housing manifesto provides evidence of the impact of housing on a range of health conditions, particularly the chronic conditions that many older people experience and says good quality, suitable housing can have a significant impact on health and wellbeing in later life.

“Given that the cost to the NHS of hip fractures alone exceeds £1billion, disrepair and falls hazards in the homes of older people are clearly public health issues.”

Care & Repair report A Perfect Storm: An ageing population, low income home ownership, and decay of older housing

3.4 Social participation

Participating in leisure, social, cultural and spiritual activities in the community is closely connected to the good health and wellbeing of older people. But participating in a social life is dependent on older people being informed about what's available for them to get involved with, and on good transportation to enable them to get there, according to a WHO consultation.

Social participation can be formal – church, recreation groups etc – or informal – meeting friends, family - but is an essential element of engagement in life. Individual, environmental and social factors play a part in whether older people engage socially.

The Aging in Manitoba survey (see page 10) found that self-evaluation as a member of a social group may protect the health of older adults whose feelings of personal control over health are low. Meanwhile social isolation can lead to loneliness and ill health. Social networks and reciprocated social support in particular, do protect health.

A critical review of the recent literature on social and leisure activity and wellbeing in later life (Adams KB et al, 2011) explores the domains and components of the activities, and their purpose and other aspects including their benefits. Those most associated with wellbeing were visiting friends, religious services, walking and gardening, and social, physically active and chosen activities more generally. The Evidence Review of the Impact of Participatory Arts on Older People was commissioned by The Baring Foundation to provide evidence about the benefits of art activities and to support arts organisations to improve their work. The disadvantages relating to health, deprivation, isolation and ageism are not only debilitating in themselves, but can also act as barriers to participating in these social and creative activities that protect good mental health and wellbeing. For more information see:

<http://www.mentalhealth.org.uk/publications/147669/>

The World Health Organisation provides the following suggestions in its age-friendly checklist:

- Events should be accessible with affordable, flexible transport.
- Older people should be able to participate in activities with a friend or caregiver.
- Timings of events need to be convenient.
- Events, activities and local attractions need to be affordable for older people.
- Voluntary organisations should be supported by the public and private sectors to keep costs of activities affordable.
- There should be a variety of activities available to appeal to a wide range

of older people of all ages and from different cultural backgrounds.

- Events should take place in a variety of different settings.
- Facilities should enable those with disabilities or those who require care to participate.
- Activities should be promoted well.
- Events should be easy to attend.
- Organisations should make an effort to engage isolated older people.

Case study: **The Baring Foundation**

The Baring Foundation works with Manchester's Cultural Offer Working Group to collectively connect local older people with arts, cultural and creative opportunities.

In October 2011 Manchester and the Baring Foundation showcased work at the Ageing Artfully conference and best practice included:

- The Arts and Dementia Network for the North East bringing together people working in the arts, health and social care and those interested in providing creative opportunities for people with dementia and an Arts on Prescription scheme.
- Pioneering approaches to improving the health of older residents of sheltered housing and residential homes through artistic expression.
- Arts practitioners and the care home providers and commissioners involved in an interactive tea-party where participants experienced ideas around stimulating the senses.

The Baring Foundation's Creative Care Homes report makes the case for the arts in care homes and how this is integral to the definition of excellence in social care. It gives five good practice case studies from care homes providers and five from arts organisations. For more information see <http://www.baringfoundation.org.uk/CreativeCareHomes.pdf>

Case study: **Online resources**

Many areas have online directories and resources which can promote involvement in the arts to older people.

AgeUK Oxfordshire is launching a dedicated website for the arts and older people in 2012 and other searchable arts directories which can be accessed by older people to help them get involved and learn about what's available include the East Midlands Participatory Arts Forum which includes specialists in arts and older people and age inclusive work – For more information see: <http://www.empaf.com/directory/tags/ALL+AGES>

Northern Ireland's searchable directory for participation in arts is viewable at <http://www.arttakepart.org/> and the Society for Storytelling has a directory of

story-tellers searchable by location - <http://www.sfsdir.org.uk/>
London's Connected Culture is an online community of people working in adult participatory arts with many members working with or who are themselves older arts participants. See <http://connectedculture.co.uk>

Case study: **Free swimming**

In 2008 the UK government introduced an initiative to encourage councils to allow people over 60 to swim free of charge in publicly owned pools.

Many councils across the UK have been promoting free swimming, and in some cases classes and water based activities, for older people.

In Burnley, free swimming sessions for the over 60s have been timed to coincide with times that older people can use their free bus pass.

And the London Borough of Newham saw a 200% increase in over 60s swimming after they introduced a free swimming offer.

Case study: **Improving accessibility in Vancouver**

Measuring Up, a programme which is part of the Winter Olympics legacy in Vancouver, helps communities assess and improve local accessibility and inclusion for persons with disabilities and others, including older people. See http://www.2010legaciesnow.com/measuring_up/

Case study: **Lifelong learning**

Learning opportunities are another social resource for older people and adult education services throughout the UK and the University of the Third Age are making opportunities available for older people to learn a variety of subjects, and enabling them to enjoy the social benefits too. See www.u3a.org.uk

3.5 Respect and social inclusion

Health and wellbeing in older people can be affected by how they are treated by the rest of society.

The World Health Organisation consulted older people and discovered that they experience conflicting types of behaviour and attitudes towards them. Many feel they are often respected, included and recognised, yet for others the respect and social inclusion of older people can depend on culture, gender, health and economic status as well as societal change. Commercial and professional organisations can also be disrespectful or inconsiderate to older people's needs, the study showed.

Negative images of older people are often blamed for disrespectful behaviour towards them and people can be seen as being rude to older people who may be slower doing things. However, the benefits of intergenerational work and relationships counteract this and it is commonly thought that public awareness about ageing and its issues is greatly lacking.

The role older people play in the community contributes to the respect and inclusion they enjoy and social engagement by older people positively contributes to their esteem in the community.

The World Health Organisation suggests the following actions to create communities which are respectful of older people and promote social inclusion:

- Older people should be consulted on ways to serve them better.
- Public and commercial services should provide services and products which are adapted to older people's needs.
- Staff should receive training to help them to respond to older people in a helpful and courteous way.
- The media should improve the image of older people, showing them in a positive light and without stereotypes.
- Intergenerational and family interactions should be promoted through events and activities which attract people of all ages and accommodate age-specific needs,
- Older people should be specifically included in community activities for families.
- Learning about ageing and older people should be included in primary and secondary school curriculums and older people should be actively encouraged to get involved with local school activities.
- Opportunities should be provided for older people to share their knowledge, history and expertise with other generations.
- Community decision making should involve older people.
- Communities should recognise older people for their past contributions as well as their present ones.
- Action should be taken to strengthen neighbourhood ties.

Case study: **Intergenerational work**

The Beth Johnson Foundation has developed an overarching guide to intergenerational practice to complement the local guides and toolkits developed through the Generations Together and Inspiring Communities programmes with links to the free resources and films that inspire an intergenerational approach. For more information see: <http://www.centreforip.org.uk/resources/toolkits-and-guides>

The Centre for Intergenerational Practice website also has further resources to download and a large library of case studies that can be searched to find information on projects. Councils can use the intergenerational self assessment guide produced by the Beth Johnson Foundation and the Local Government Association to help them assess areas where they can improve their intergenerational work. For more information see: www.local.gov.uk/ageing-well

Case study: **Upstream Project, Devon**

The Upstream project targets older people in rural communities in Devon to engage socially-isolated older people and improve their quality of life and sense of wellbeing before they fall into a cycle of dependency and ill-health. Upstream was established in 2002 and provides engaging and creative social activities, local participant-led groups and community mentors, who are trained and paid, who support groups for up to four months as they move towards being self-organised. For more information see: <http://www.upstream-uk.com>

Case study: **Southwark Circle**

Southwark Circle is a membership organisation, launched in 2009, for over 50s in the London borough. It mobilises public, private, voluntary and community resources to help older people define and create practical and social connections. Members get introduced to each other and to local neighbourhood helpers – people of any age who live nearby and help with practical tasks. Older members can also be helpers and this reduces the fees they pay. Membership costs £10 per year plus the cost of tokens to access helpers, transport and other services. It runs as a social enterprise and was developed by a cross-sector partnership. For more information see: <http://www.southwarkcircle.org.uk/>

3.6 Civic participation, volunteering and employment

Older people continue to contribute to their communities once they retire, with many continuing in work, or unpaid or voluntary positions. An age-friendly community provides options for older people to continue to be active in their community if they so choose, says the World Health Organisation report.

Civic participation, volunteering and employment are important arenas of engagement for older adults, positively linked to quality of life and an essential component of active ageing. Civic participation promotes life satisfaction and wellbeing among older people and others and the social cohesion of communities. However, initiatives and strategies to promote civic participation must be aware of the ways that engagement is conceptualised, and participation must be meaningful to the individual to benefit their health.

The goal is, therefore, to promote, support, and facilitate a wide range of opportunities for meaningful civic participation. The dynamics of civic engagement can exclude some groups of older people, and some may feel of lesser value, by themselves or others, if they are not able to contribute via employment, volunteering or other forms of civic engagement.

Poverty, education, cultural norms, mental or physical impairments and family obligations can and do influence whether or not an older adult engages in work and/or volunteering.

Benefits are financial (in paid for work) and psychological. The diversity of employment experience among older adults includes work that is part time, contract or consulting, self employment, flexible hours and job-sharing as well as full time. Retirement is a milestone and major life transition for older people, however, the experience is varied: promoting a sense of wellbeing in some yet leading to diminished wellbeing in others. There is also a trend towards what are known as blurred retirements where retirement is forced through unemployment for instance, or phased. Retirement can be affected by a variety of factors including prior psychological resources, financial circumstances, and gender.

See the publication 'Just do it?... Maybe not!' at:

http://www.bc.edu/content/dam/files/research_sites/agingandwork/pdf/publications/EAWA_JustDolt.pdf

The WHO criteria for age-friendly civic participation and employment include:

- Providing a range of options for older volunteers to participate in.
- Provision of well-developed voluntary organisations with training programmes and a workforce of volunteers.
- Matching skills and interests of volunteers to positions.
- Support for volunteers such as reimbursement of travel costs.
- A range of opportunities for older people to work if desired or necessary.
- Policy and legislation to prevent discrimination on the basis of age.
- Retirement should be a choice, not mandatory.
- Flexible opportunities should be available for older people.

- Employment programmes and agencies for older workers should be available.
- Employee organisations should support flexible options.
- Employers should be encouraged to employ and retain older workers.
- Training should be available in post-retirement options for older workers.
- Retraining opportunities should be made available.
- Opportunities for voluntary or paid work should be promoted.
- Workplaces should be adapted to meet the needs of disabled people.
- There should be support for organisations to recruit, train and retain older volunteers.

Case study: **Volunteering**

The Retired Senior Volunteer Programme (RSVP) is a free-standing volunteer programme within Community Service Volunteers, which encourages the growing number of those aged 50+ to volunteer in their local area in England, Scotland and Wales.

Nationally, over 15,000 RSVP volunteers work in hundreds of different projects. There is no upper age limit and disability is not a barrier. It is a multicultural organisation with volunteers from many backgrounds and volunteer opportunities include driving older patients to hospital appointments, reading and sharing skills with school children, knitting teddies and blankets for children who've suffered trauma, researching and recording local history, and befriending isolated older people. Projects are organised and led by volunteers and opportunities with RSVP are as diverse as the volunteers themselves.

For more information see: <http://www.csv-rsvp.org.uk>

Resources: **Employment**

The Age and Employment Network (TAEN) helps remove age barriers to employment. It informs and advocates for effective age management policies to be adopted at all levels: in employing organisations; by individuals and across the labour market. There is a wealth of resources on the TAEN website including best practice summaries, guides of rethinking retirement, a checklist for HR managers and a workforce assessment tool.

For more information see: <http://www.taen.org.uk/resources>

Case study: **Queensland businesses**

Queensland businesses are leading the way as age-friendly employers. The Employer Guide to Recruiting, Retraining and Retaining Mature-Age Employees (see

http://www.experiencepays.qld.gov.au/pdf/eii/epas_employers_guide) features case studies which show how small-to-medium sized businesses can adopt age-friendly work practices as effectively as larger organisations. Retention is a key factor in today's employment environment and the guide provides employers with tips, advice, and examples for effective recruitment, retraining and retention practices, assisting in developing age-friendly workplaces.

3.7 Community support and health services

Health and support services are vital to maintaining health and independence for older people. The World Health Organisation consultation on age-friendly cities showed older people everywhere want basic health provision and income support. Health care costs are seen as being too high, and a desire for affordable care is high on the agenda.

Health services should be accessible and affordable, says the World Health Organisation guide, and the range of services on offer should be wide. A wide range of homecare options is also necessary, it says, ranging from help with shopping to regular daily care at home. Social and practical support can come from a variety of sources including the state, privately-owned companies and family.

The growing older population presents a challenge for health services and community support and the UK Partnership for Older People Projects (POPP) program was funded by the Department of Health to shift the care of older people toward earlier and better targeted interventions within community settings. The program began in May 2006 and was completed in April 2009, with a total of £60m available to 146 local projects in 29 pilot sites.

The World Health Organisation has developed a set of age-friendly primary health care principles that are part of the Perth Framework for Age-Friendly Community-Based Primary Health Care and were finalised during a meeting on age care which took place in Perth, Australia in 2002. See <http://www.who.int/ageing/projects/perth/en/index.html>

The World Health Organisation criteria for age-friendly community and health services include:

- Health and social services should be available throughout a city or community and reached readily by all means of transport.
- Residential care facilities should be located close to services and residential areas so that residents remain integrated in the community.
- Services should be easily accessible and safe for people with disabilities.
- Older people should be provided with clear and accessible information about health and social services.
- An adequate range of health and community support services should be offered to promote, maintain and restore health.
- Homecare services should include health services, personal care and housekeeping.
- Health and social services should address the concerns and needs of older people.
- Training should be given in communicating and supporting older people.
- Volunteers of all ages should be encouraged to assist older people in health and community settings.
- Emergency planning should include older people and take into account their needs.

Resource: **Age-friendly Primary Health Care Centres toolkit**

This toolkit assists health care workers to diagnose and manage chronic diseases and the memory loss, urinary incontinence, depression and falls/immobility that often impact people as they age. The toolkit's purpose is to:

- Improve the primary health care response for older persons.
- Sensitise and educate about the specific needs of their older clients.
- Provide a set of tools/instruments to assess older people's health.
- Raise awareness of the accumulation of minor/major disabilities experienced by older people.
- Provide guidance on how to make primary health care management procedures more responsive to the needs of older people's needs.
- Offer direction on how to do environmental audits to test primary health care centres for their age-friendliness.

The kit comprises a number of tools (evaluation forms, slides, figures, graphs, diagrams, scale tables, country guidelines, exam sheets, screening tools, cards, checklists etc) that can be used by primary health care workers to assess and address older persons' health. For more information see: http://www.who.int/ageing/publications/upcoming_publications/en/index.html

Case study: **Mid-life checks**

The Beth Johnson Foundation's staff and volunteers were involved in designing mid-life checks to be carried out in a non-medical setting with approachable, non-clinical and non-judgmental staff. This enabled people with real health needs to be reached, rather than the 'worried well', and acted as a catalyst and link to primary healthcare. Participants completed a personal action plan and some had peer health mentors. See <http://www.nhs.uk/aboutnhschoices/professionals/life-checkers/about-us/documents/nhs-lifecheck-evidence-base-final.pdf>

Case study: **Falls prevention**

Helping older people to stay healthy and enabling them to stay in their own homes is part of the reasoning behind the falls prevention services run by many NHS trusts.

In Dudley, in the West Midlands, Dudley Falls helps people who have suffered a fall regain their confidence and maintain their independence whilst living at home. By looking at the reasons why a person may be at risk of falling, the service can provide minor aids to help daily living, a handyman to help make

the person's home safer and provide help for a person to regain their strength, balance and confidence.

Cambridgeshire Community Services NHS Trust provides a falls prevention service which aims to reduce the number of falls which result in serious injury and ensure effective treatment and rehabilitation is available for those who have fallen. The service is provided in two main ways:

- health promotion with training, ongoing support and monitoring
- health intervention to ensure the assessment, treatment and rehabilitation of older people who are at high risk of falls or who have fallen.

The National Institute of Clinical Excellence (NICE) provides guidance on falls prevention for older people. See

<http://www.nice.org.uk/nicemedia/pdf/CG021NICEguideline.pdf>

Resource: **Depression**

The Social Care Institute for Excellence has produced an online resource for understanding depression in later life. The resource helps people to recognise the main signs and symptoms of depression in older people, understand who experiences depression and why, and discusses the diversity of experiences of depression in older life. For more information see:

<http://www.scie.org.uk/assets/elearning/mentalhealth/mh07/resource/html/object7/index.htm>

3.8 Communication and information

Information and good communication are essential for supporting older people and enabling them to stay connected to the age-friendly community.

Without the provision of good information and communication to keep them informed, older people cannot be expected to benefit from services set up to support them. Therefore effective forms of communication and information provision are predictors of overall health and wellbeing for older people and key determinants of active ageing. Informal communications and the media are two key sources but a variety of channels should be considered.

Thought needs to be given to computer use and access, individual functional abilities, especially sensory and cognitive function, culture and language, and health literacy.

Communication needs to be two way, considered, timely and the multiple channels should be used for conveying information where necessary.

The World Health Organisation age-friendly cities guide provides the following checklist:

- Use should be made of a basic, universal communication system to include written, broadcast media and telephone.
- Information should be distributed regularly and reliably by government or voluntary organisations.
- Information should reach older people in or close to their own homes.
- A well-publicised information centre should be recognised by older people as a place for information dissemination.
- Targeted media should be offered information of interest to older people.
- Older people often prefer oral communication such as via public meetings or through individuals.
- People at risk of isolation should get information from trusted individuals known to them.
- Printed information should have large lettering, clear heading and make use of bold-face type.
- Plain language should be used.
- Telephone answering services should give instructions slowly and clearly.
- Users of automated communication equipment should offer the choice of speaking to a real person or leaving a message for someone to call back.
- Electronic equipment should be available with large buttons and big lettering.
- The display panel of service machines should be well-lit and accessible by people of different heights.
- Public access to computers and the internet should be available free or at minimal charge in public places such as council offices, community centres and libraries.
- Help and support for computer use should be readily available.

Case study: **Use of computers to enhance life**

BusinessLab's ActiveAge project provides information on research exploring four themes - community, work, mobility and wellbeing - and highlights how Information and Communication Technology (ICT) is being developed and deployed to enhance older people's quality of life. This includes the Smart Home which is fitted with devices that create an electronic environment responsive to individual needs. The more common assistive living devices are brought into homes and linked via the Internet to the NHS or other support services, i.e. telehealth, telecare and telemonitoring which are already starting to show cost savings and other positive outcomes. See <http://www.activeage.org/>

Case study: **Australians and the internet**

A report by the Australian National Seniors Productive Ageing Centre - Older Australians and the Internet: Bridging the Digital Divide – is helping organisations support older people in Australia to improve self-sufficiency, avoid social isolation and preserve their independence, and keep in touch with their friends/family on the other side of the world.

The report covers e-health, social networking, educational opportunities, and finding services or products. See

<http://www.productiveageing.com.au/userfiles/file/Older%20Australians%20and%20the%20Internet%20-%20Low%20res.pdf>

Resource: **BRAID - Bridging Research in Ageing and ICT Development**

This project has been researching ICT development and ageing and will be publishing a vision for the future support of older people through ICT.

For more information see: <http://www.braidproject.eu> for more information.

4. Age-friendly communities: what next?

This guide has shown councils can do a great deal to make their areas better places for people to grow older. But creating age-friendly communities is not just the responsibility of local authorities. Partnership working is key and place-based working can underpin this approach, as detailed in the Local Government Association's guide to place-based working – see www.local.gov.uk/ageing-well

Third sector organisations, councils, the NHS and communities should be working together to the same aims, as recognised in the World Health Organisation guide Global Age-friendly Cities.

Businesses also need to play their part; ensuring staff are customer friendly and understand life from an older person's eyes. Being aware of dementia and other disabilities is part of this. See the Local Government Association guide on dementia on www.local.gov.uk/ageing-well

Communities need to show respect for older people as well, and have a good understanding of their needs. This can be achieved through awareness and the media has a part to play in creating positive stereotypes. Intergenerational work is vital in this education too, enabling young people to experience life around their older counterparts. See the Local Government Association guide on intergenerational work (http://www.local.gov.uk/web/guest/ageing-well/what-makes/-/journal_content/56/10171/3489443/ARTICLE-TEMPLATE), and the Beth Johnson Foundation website – (www.bjf.org.uk/)

Older people need this joined up approach, taking into consideration the issues touched upon within this guide. But they also need to be involved in the work, and a bottom-up approach, engaging older people meaningfully and utilising their expertise is vital. The United Nations recommends empowering older people to contribute to society and to participate in decision-making processes.

And solving one problem, such as transport, does not automatically make a community an age-friendly place. As we've seen in this guide, the physical and social environments are equally important. Providing clear information and communicating effectively is vital, along with community support.

Councils need to look at how their areas can be improved in the following areas:

- housing
- outdoor spaces and buildings
- transport
- encouraging older people to participate socially
- fostering respect and avoiding social isolation

- helping older people to become involved in civic life and to work or volunteer if they wish
- communicating with older people
- improving support in the community and health services.

Reduced resources are no excuse for not tackling these issues and a more integrated approach can enable innovative work to address these issues.

The World Health Organisation says age-friendly communities are only achievable with an integrated approach.

Hopefully this guide will encourage you to take that approach, build on what you are already doing, and, perhaps most importantly, see things through the eyes of older people.

5. Evaluation frameworks

Evaluating any age-friendly initiative is key to its success and an evaluation framework should be developed to monitor progress.

The type of evaluation framework used will be dependent on the project.

This section of the guide gives examples of evaluation frameworks which have been developed.

The Local Government Association advises that it is vital to evaluate projects carefully so that they grow organically. Evaluation also provides accountability and at a time of severe financial pressure on public services, it is important to commission and deliver services and projects that have a maximum positive impact on communities and provide value for money. Evaluation permits assessment of impact and value.

See <http://www.idea.gov.uk/idk/core/page.do?pagelId=33547700> for more information on evaluation from the Local Government Improvement and Development agency.

To develop learning about how to develop age-friendliness we can look at work that's already been carried out, using an **insights approach**. This helps us to develop an outcome-based model: we can track the stages of the age-friendly initiative, map its links with larger programmes and measure/assess whether it is working as intended. This method should also develop understanding not only of whether the age-friendly initiative is working, but also of why and how it works or doesn't in particular situations.

This enables us to see how value is added to a project. For further information see

<http://heapro.oxfordjournals.org/content/13/1/27.full.pdf+html>

<http://heapro.oxfordjournals.org/content/21/1/55.full.pdf>

The evaluation framework for an age-friendly city, borough, town or community, or an initiative within it, will need to reflect the needs of older people in that area and their aspirations. It will also take into account the prioritised aspects of the area's services and environment that are to be changed.

As the framework takes shape, it can become a localised tool for further co-design with older residents and help stakeholders meet local requirements identified in the local consultation, inspection and/or audit reports.

The framework, though based on engagement and collaboration, can still fit with over-riding frameworks and strategies of the World Health Organisation's, **asset-based approach** and any emerging strategies for public health or sustainability.

The Local Government Association and Office for Public Management have produced a guide on using the asset-based approach to help communities age well. See www.opm.co.uk/resources/33894/download for more information.

The **implementation tools and techniques** approach to evaluation includes a basic logic model for an age-friendly city/community as described by Louise Plouffe of the Public Health Agency of Canada. The Structure of Québec Age-Friendly Cities Pilot Project was based on an ecological model of active ageing which shows the diagnostic, action planning and implementation stages of the pilot project. The steering committee used a participatory approach and mixed methods including environmental and organisational analyses to establish priorities, objectives and anticipate results and the indicators of success. See <http://www.afcireland.com/presentations/Louis%20Plouffe.pdf> and <http://www.afcireland.com/presentations/Suzanne%20Garon.pdf>

The **New York Academy of Medicine (NYAM) Center for Evaluation and Applied Research** details two age-friendly community initiatives' on its website (<http://www.nyam.org/professional-services/evaluation/>) along with information on evaluation.

- Healthy Communities through Healthy Food (HCHF), is a three-year initiative focused on engaging older adults in the development and implementation of programs focused on increased access to fresh healthy food in low income communities. The mixed-method and participatory evaluation, including process and outcome components, focusses on assessing the extent to which the funded programmes engage older adults as leaders and as a key resource for addressing food access issues and increasing use of fresh healthy food.
- The Community Innovations for Ageing in Place (CIAIP) assists communities in their efforts to enable older adults to sustain their independence and age in place in their homes and in their communities. In collaboration with other community organisations, they are implementing diverse strategies to ensure accessible, comprehensive and coordinated programs and services.
- The lessons learned from the evaluation of **Age-friendly British Columbia** (AFBC) from October 2007 to September 2010 centre around goals to enhance community capacity, facilitate multi-sectorial engagement and provide education, training and communication. See the Niagara Age-Friendly Community Initiative's 2010-2011 evaluation report for more information - http://www.seniorsbc.ca/documents/pdf/afbc_evaluation_report.pdf <http://www.Niagra pilot AFC-Year-1-Evaluation-Narrative.pdf>

The World Health Organisation has developed a process for cities wanting to be part of the Age-friendly City Network which is based on a cycle of **continual improvement**. This involves evaluation within the following stages:



For more information see

http://www.who.int/ageing/age_friendly_cities_process/en/index.html

Another approach is that detailed at the Age-friendly Cities conference in Ireland in 2011 which included a presentation on developing **baseline assessment tools** by using older people as researchers and advocates. Notes from the approach are available at <http://www.afcireland.com/presentations/Debra%20O'Neill.pdf>

A local **Theory of Change** or logical framework for the age friendly cities initiative can be built from analysis of:

- local priorities/issues relating to access to facilities, services and opportunities
 - commitment and capacity of the community groups and agencies involved
 - the potential for resource procurement to fill the most significant gaps.
- The Theory of Change approach originates from USA community change initiatives (Connell and Kubisch, 1998) and aims to inform improvements being made and provide accountability for an initiative. It requires:
- Development of an explicit theory specifying how activities are expected to impact and lead to the desired outcomes, including contextual factor.
 - Monitoring the achievement of intended outcomes and what is influencing these at different phases of the initiative.
 - Analysis and interpretation of findings, including reflection on the extent to which it is still appropriate or requires revision for future phases.

For more information on Theory of Change and logic models see

<http://www.shef.ac.uk/lets/evaluate/impact/toc-approach>

<http://www.uiweb.uidaho.edu/extension/LogicModel.pdf>

More information on evaluation is also available at

<http://www.healthknowledge.org.uk/public-health-textbook/disease-causation-diagnostic/2h-principles-health-promotion/health-promotion-evaluation>

6. Further information and resources

The following checklists, tools and resources will help enhance what you have already read here in this guide and provide practical examples of ways forward with creating age-friendly communities. The tools are drawn from around the world.

Aging in Place: A Toolkit for Local Governments

http://vital-aging-network.org/Vital_Communities_Toolkit/Tools/71/Comprehensive_Tools.html

A tool for American local government designed by the Atlanta Regional Commission, which helps local governments plan and prepare for their ageing populations. Aging in Place is a concept that supports older people's continued participation in intergenerational communities, their ability to be as independent as their health allows, and their access to educational, cultural, and recreational activities. The site includes articles, reports and studies about Aging in Place and provides links to relevant websites.

Livable Communities: An Evaluation Guide

http://assets.aarp.org/rgcenter/il/d18311_communities.pdf

An American guide developed by American membership organisation for older people AARP. It enables evaluation of a community's capacity to meet the needs of older adults and can help interested community members assess the capacity of their communities to meet the needs of older adults. The guide examines the elements of a livable community. It offers steps for carrying out a survey for a particular community and identifies actions that groups can take based on results. It also includes success stories and offers follow-up contact information and references.

A Report to the Nation on Livable Communities: Creating Environments for Successful Aging

http://assets.aarp.org/rgcenter/il/beyond_50_communities.pdf

This provides a vision of livable communities for persons of all ages, and particularly for people age 50 and older. The report presents AARP's new agenda for communities to support successful ageing.

Partners for Livable Communities: Aging in Place

<http://livable.org/>

This American organisation takes a comprehensive approach through its Aging in Place initiative. See <http://www.aginginplaceinitiative.org/>

National Association of Area Agencies on Aging: A Blueprint for Action: Developing a Livable Community for All Ages

[http://www.aginginplaceinitiative.org/storage/aipi/documents/Blueprint for Action web.pdf](http://www.aginginplaceinitiative.org/storage/aipi/documents/Blueprint_for_Action_web.pdf)

The guide can be used as a quick-reference kit for practitioners looking for tools, resources, and best practices. It includes information based on community experiences in building local leadership and solving specific challenges relating to aging.

Local Government Aging Toolbox: A Guide to Action

www.alga.asn.au/policy/healthAgeing/ageing/toolbox

The Australian Local Government Association created this Local Government Aging Toolbox with 12 tools that provide guidance on developing and implementing plans for action: by profiling older people in the community, identifying gaps and opportunities in a community's activities that support seniors, identifying and categorising stakeholders and determining possible areas for engagement, and consulting with the community.

WHO's Global Network of Age-friendly Cities

http://www.who.int/ageing/age_friendly_cities_process/en/index.html

This network draws together cities to help them through the process of becoming age-friendly cities. Those cities joining the network commit to a cycle of continued assessment to improve their age-friendly capabilities.

Newcastle upon Tyne's Strategy for Older People and an Ageing Population

<http://www.informationnow.org.uk/documents/10227.pdf>

Also see the outcomes framework from Newcastle:

<http://www.informationnow.org.uk/documents/10229.pdf>

Growing Older in Urban Environments: Perspectives from Japan and the UK

<http://www.ilcuk.org.uk/record.jsp?type=publication&ID=97>

Many of the issues in the UK were encountered in studies of older people in Japan, with a mix of benefits as well as barriers facing older people in Japan. The former included good transport, barrier-free access to public buildings, and high quality care. The latter included pressures of life in high-rise apartments, limited resting areas in open spaces, lack of public toilets, collisions with cars and bicycles, decline of local shops and elders vulnerable to feelings of loneliness.

AGE Platform Europe

<http://www.age-platform.eu/en>

This European network of around 165 organisations of and for people aged 50+ represents over 30 million older people in Europe. Its work focuses on a wide range of policy areas that impact on older and retired people. These include anti-discrimination, employment of older workers and active ageing, social protection, pension reforms, social inclusion, health, elder abuse, intergenerational solidarity, research, accessibility of public transport and the build environment, and new technologies. AGE seeks to give a voice to older and retired people in the EU policy debates at EU, national, regional and local levels, and a platform for the exchange of experience and best practices.

The Dublin Declaration

<http://www.afc-internationalconference.ie/templates/afc/images/Dublin%20Declaration.pdf>

The first ever international commitment to the principle of making cities age-friendly.

The Madrid International Plan of Action on Ageing: framework and toolkit

http://www.un.org/ageing/documents/building_natl_capacity/guiding.pdf

This guide was the result of the plan of action which was adopted at the second UN World Assembly on Ageing in 2002 and marked a turning point in how the world addressed population ageing.

International conference on age-friendly cities: website with resources

<http://afc-internationalconference.ie>

THE first ever international conference on Building on the WHO Global Network of Age-friendly Cities took place from September 28-30, 2011. The conference was attended by 400 delegates from across the world who came to learn and hear from experts and professionals on what they can do to improve their community for older people. This website includes some of the resources.

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