

Age and Dementia Friendly Leeds

Background and local picture



Background to this guide

Leeds Older People's Forum's Time to Shine programme has produced this guide to help businesses and organisations become more age and dementia friendly.

Time to Shine is a programme, led by older people, to reduce loneliness and social isolation for people over the age of 50, in Leeds. These are major issues, not fully understood, and our job is to learn what makes a difference. Time to Shine is managed by Leeds Older People's Forum and funded by the National Lottery Community Fund's Fulfilling Lives: Ageing Better Programme.

Our vision is that older people in Leeds need not experience loneliness and isolation as an inevitable consequence of ageing and that our programme will offer opportunities for fulfilment by breaking down barriers and building strong communities.

Following consultation with older people across Leeds, we worked closely with Leeds City Council in the development of the **Age Friendly Charter** for Leeds.

We believe that

- Older people should feel valued in their community and live healthy, fulfilling lives with adequate access to, and choice and control over, any support that they may need.
- Older people offer a wealth of knowledge, skills and experience to the city, and should never be made to feel invisible or disenfranchised from civic participation.
- Older people should be taken seriously in their concerns - whether about safety, health, social inclusion, their environment or political processes.
- Older people should be able to live, work and play where and how they want - free from fear - no matter their ethnicity, religion, sexuality, gender, gender identity or disability.
- Older people should have equal access to information that is accurate and easy to understand.
- Older people should have an active role in shaping the policies which affect them.

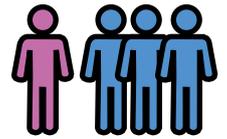
The Friendly Communities project brings together the Age Friendly and Dementia Friendly initiatives within Time to Shine. We have produced this guide as part of our work to help make Leeds the best city to grow old in.



Leeds' Older Population

Here in Leeds, like the rest of the UK, our population is not only growing but also ageing.

By 2037 people aged 65 and over will account for 1 in 4 of the UK population.¹ The over 50s account for 76% of the nation's wealth, so tailoring your offer to the older market makes business sense.²



In 2011 there were 232,120 people in Leeds aged 50+. It is estimated that by 2021 the number of people aged 50 and over will increase by nearly 25,000, with an increase in those aged 80 and over of more than 8,000.



There were 8,445 people aged 65+ in Leeds living with dementia in 2014. This is predicted to rise to an estimated 9,782 by 2020. As people develop dementia they will do and spend less, unless businesses adapt to their needs.² Research shows that 83% of people with memory problems have switched their shopping habits to places that are more accessible.³



Leeds older population will also become more diverse, with a higher percentage of people from Black, Asian and Minority Ethnic communities, a wider range of religions represented and more people openly identifying as Lesbian, Gay, Bisexual or Trans.



Businesses will need to adapt to meet the needs of a growing population of older people. Considering the needs of older people provides an opportunity to develop and expand your customer base. KPMG has advised businesses to focus on the 'grey pound' rather than the millennials, to stay relevant.²



1 The International Longevity Centre, 2014

2 Dementia Friendly Business Guide, Alzheimer's Society, 2017

3 Dementia Friendly Retail Guide, Alzheimer's Society, 2018

Age Friendly Leeds

Leeds became an age friendly city in 2014. Age friendly communities enable people to stay in the place of their choosing as they age and to continue to play an active role in their communities. They pay attention to the issues that are important to older people; and place older people at the centre.

One of the priority areas of the Leeds Health and Wellbeing Strategy is that Leeds is an age friendly city where people age well. A place where older people are valued, feel respected and appreciated and are seen as the assets they are.

Age Friendly Leeds is one of the eight interconnected priority areas of work set out in the Best Council Plan 2019-2021.

The Age Friendly Leeds action plan is based on six topic areas:

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



Cross-cutting themes across all the topic areas are:

- Effective communications
- Access to digital technology
- Engagement and co-production with older people
- Inequalities

Dementia Friendly Leeds

A dementia friendly community is a city, town or village where people with dementia feel understood, valued and able to contribute to their community.

Leeds is recognised by The Alzheimer's Society as a city which is working to become Dementia Friendly.

Dementia Friendly Leeds has three areas of focus for 2019-2020:

- Arts, culture, leisure and recreation
- Businesses and shops
- Transport



There are a number of local neighbourhoods across the city in which residents and businesses are working together to make their communities and high streets dementia friendly.

Over 180 organisations across Leeds have signed up to the Leeds Dementia Action Alliance, taking specific action to make their business or organisation more dementia friendly.