AN AGE FRIENDLY CHARTER FOR LEEDS

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TIME TO SHINE / OCTOBER 2016
SUMMARY

Guided by older people in Leeds and in Partnership with the Ageing Well Board, Time to Shine has written an Age Friendly Charter for the city.

Through consultation with 176 older people around Leeds (via focus groups and written questionnaires), Time to Shine posed questions related to each of the World Health Organisation’s Age Friendly Domains: Housing, Outdoor Spaces, Transportation, Information, Respect and Social Inclusion, Employment and Civic Participation, Social Participation and Health Services.

Many common themes emerged, which were incorporated into the first draft of the Charter (Page 19). Time to Shine took this draft back to the original focus groups for comment, and incorporated feedback into a final version of the Charter (Page 4-5).

Time to Shine worked closely with the Ageing Well Board and Councillor Rebecca Charlwood (Executive Member for Health, Wellbeing and Adults) in the development of the Charter.

This report reflects broader inclusion of many of the themes, as the Charter is intended as a concise starting point only.
THE CHARTER

Leeds actively celebrates and promotes positive ageing for all its citizens.

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.

Leeds joined the World Health Organisation’s Global Network of Age Friendly Cities in August 2014. Following the framework set out by the WHO and guided by input from older people all over Leeds, Time to Shine and The Ageing Well Board ask key stakeholders to work toward the following pledges.
AS A LOCAL AUTHORITY

Leeds City Council pledge to keep Leeds safe, accessible, and fun for older people. This includes (but is not limited to):

1. Dedicating adequate resources to the wellbeing, housing and social care needs of older adults.
2. Making timely repairs to streets and pavements.
3. Producing concise and easy-to-read written information, in plain English and other relevant languages.
4. Using positive and inclusive images of older people in our materials.

AS A BUS OPERATOR

We pledge that our drivers will wait for older passengers to sit down before setting off, and will offer patience and assistance to anyone who might need it.

We pledge to take the needs of older people into account when planning routes.

AS A BUSINESS OWNER

I pledge to make my business a place where older people feel comfortable and valued, offering a seat to take a rest, a toilet to use, and extra time if necessary.

AS A COMMUNITY ORGANISATION

We pledge to:

1. Give older people power and input into the running of the organisation.
2. Engage older people in choosing and organising activities that are appropriate and inclusive, which could include physical activity, arts and crafts, trips out, digital learning, and intergenerational opportunities.
3. Consider the needs of all ages, not just children, when badging an activity “family friendly.”
4. Use positive and inclusive images of older people in our materials.

AS A HEALTH PROVIDER

We pledge to:

- Take older people’s concerns about their physical health, mental health and memory seriously, and not dismiss them simply as “a part of old age.”
- Make the process of getting appointments as easy as possible, taking into account the varying digital capabilities of older people.

AS A POLICE AUTHORITY

West Yorkshire Police pledge to make the safety and security of older people a priority. We will do this by:

1. Patrolling areas where older people are likely to be victims of crime.
2. Supporting and strengthening the work of Neighbourhood Watch Groups.
3. Responding promptly and clearly to concerns reported by older people.

AS A HOUSING PROVIDER

We pledge to give older people access to housing designed to meet their needs, which is:

1. Safe and secure, both physically and financially.
2. Located to appropriate transport facilities and local amenities.
3. Adapted to be accessible or built to the Lifetime Standard.
4. Consulted on with older people.

AS A CITIZEN

I pledge to consider the needs of older people by:

1. Not parking on pavements, in bus stops, or disabled parking bays.
2. Doing my part to keep streets clean.
3. Showing patience, compassion and respect to those who may have mobility problems or memory loss.
4. Being a friendly face and good neighbour to older people in my community.
THE PROCESS

In October 2015, Leeds City Council’s Making Leeds the Best City to Grow Old In Breakthrough Project hosted an event where the 2012 Ageing Well Charter (Page 18) was reviewed and responded to.

Attendees expressed that the 2012 Charter was too wordy, contained too much jargon, and lacked specific pledges stakeholders could actually make. As requested by The Ageing Well Board as part of its Age Friendly Campaign, Time to Shine set about responding to that feedback in order to update the Charter.

EA partnered with Leeds City Council’s Ageing Well Officer Carole Clark (CC) to develop in-person focus groups during March and April 2016. (CC advised on the Charter as part of her work with Making Leeds the Best City to Grow Old In, one of the Council’s eight breakthrough projects). They also distributed a paper questionnaire as an alternative to the focus groups (pg. 20).

EA contacted Neighbourhood Network Schemes, Time to Shine partners and other groups around Leeds that might be able to help organise a focus group. A list of organisations who were part of the consultation is on page 22. (CC attended the sessions with Leeds Irish Health and Homes and Swillington Elderberries.)

151 people attended the focus groups, and 25 people returned questionnaires. Demographic information of individual respondents is on page 21.
“Sometimes older people don’t ask for help because they’re afraid of being seen as a nuisance.”

“I feel abandoned when the bus doesn’t turn up.”

“I am pleased to note that someone is taking an interest in lives that built that foundation of our present society.”

“I want to be visible and have equal status.”
Focus groups started with one fill-in-the-blank “I statement” for each of the eight World Health Organisation (WHO) Age Friendly domains. (NB: EA modified this structure as appropriate based on time constraints, size of group and reception by focus group participants.)

1. **HOUSING**
   - When I am at home, I want to feel ____________________________

2. **OUTDOOR SPACES**
   - I want streets and parks to be ____________________________

3. **COMMUNITY SUPPORT AND HEALTH**
   - When I am unwell, I want ____________________________

4. **COMMUNICATION AND INFORMATION**
   - When I need information, I want it to be ____________________________

5. **TRANSPORTATION**
   - When I take a bus, it is important that ____________________________

6. **RESPECT AND SOCIAL INCLUSION**
   - When I see images of older people, I want them to look ____________________________

7. **SOCIAL PARTICIPATION**
   - I want to spend my free time on ____________________________

8. **CIVIC PARTICIPATION AND EMPLOYMENT**
   - I want to contribute to my community through ____________________________
FINDINGS

EA analysed the responses and divided them into common themes. Outcomes from Leeds City Council’s Making Leeds the Best City to Grow Old In Action Plan are in italics under each domain, followed by a summary of the World Health Organisation (WHO) Guidelines.

HOUSING

Leeds actively involves older people to deliver housing that meets the needs of an ageing population.

WHO guidelines: Affordable, accessible housing, with appropriate services available and which allow people to age in place.

When I am at home, I want to feel

SAFE
- Both from outside threats like intruders or nuisance callers, as well as financially secure.

INDEPENDENT
- The right supports and adaptations in place, to remain as independent as possible and "not become a nuisance" to others.

EMOTIONALLY FULFILLED
- Happy, relaxed, stimulated and respected, as well as feeling "at home."

SOCIALLY CONNECTED
- Connected and looked after by neighbours, not socially isolated, and can get out and about as often as desired.

BASIC NEEDS COVERED
- Such as food, warmth, and physical health.

ENVIRONMENTAL
- Peace and quiet, living free of anti-social behaviour. Adequate parking provided for new housing builds.
OUTDOOR SPACES

Leeds is a welcoming city, accessible to all where older people feel, and are, safe.

WHO Guidelines: Safe accessible outdoor streets and pavements, with adequate places to rest, use the toilet, and enjoy green spaces.

I want streets and parks to be

SAFE
- Speed limits enforced, street lights working. Streets being patrolled by police or neighbourhood watch groups. Quiet.

CLEAN
- Litter-free, plenty of rubbish bins available, and free of dog fouling (or horse fouling, as mentioned in the rural village of Swillington).

ACCESSIBLE
- Streets in good repair, pavement free of parked cars so that they are passable by walkers and wheelchairs. More public seating (except by some in Armley, where public benches were seen by some as a contributor to anti-social behaviour).

WITH APPROPRIATE FACILITIES
- Increase in public toilets, spaces for older people to gather, and for “family-friendly” events to include provisions for older people.

COMMUNITY AND HEALTH SERVICES

Older people have an increased healthy life expectancy supported by integrated health and social care services.

WHO Guidelines: Health services conveniently located and fully accessible, keeping bureaucracy to a minimum. Personalised care delivered with dignity and respect.

When I am unwell, I want

PROMPT, ACCESSIBLE MEDICAL SUPPORT
- Easy prompt appointments, rather than having to wait two weeks. Able to speak to a person rather than navigate a difficult phone system. See a doctor face-to-face for longer than just ten minutes.

PRACTICAL SUPPORT
- A clear and appropriate discharge plan, including help at home even if only temporarily needed. Confidence that affairs will be managed properly.

SOCIAL SUPPORT
- Emotional support, not being left alone. This support could come from neighbours, family, an advocate, or “just a friendly face.”

RESPECT
- To be taken seriously, and not to be told “it’s just your age.” Freedom of choice about care and dietary needs considered.
COMMUNICATION AND INFORMATION

In Leeds all older people, their friends family and support networks have easy access to information (in a format they are comfortable with) which makes their lives better.

WHO Guidelines: Regular reliable information distributed in plain language, close to where people live, in oral, printed and online formats.

TRANSPORTATION (BUS SERVICES)

Older people are able to access a broad range of affordable and accessible transport options to get about the city easily.

WHO Guidelines: Affordable, reliable, accessible public transport that links all areas of the city; trained drivers who can accommodate needs of older people; information about transportation is easily obtained.

When I need information, I want it to be

- EASILY ACCESSIBLE
  - Accessible in all formats, not just online. Alternatives to automated telephone systems, particularly at the Council. Knowledge of whom to contact when there is a problem, possibly a dedicated information line for older people.

- UNDERSTANDABLE
  - Information available in native language, from someone who can be understood; simple, concise, and jargon-free. Printed materials in a font that is large enough to read.

- LINKED
  - One port of call for all information about what’s going on in the area. Local organisations do not always link up and know what each other is doing.

When I take a bus it is important that

- SUPPORTIVE DRIVERS
  - Drivers wait for passengers to sit down before setting off and help passengers getting on and off when necessary. Enforce rules about seat priority and anti-social behaviour.

- SERVICE IS ACCESSIBLE
  - Buses easy to get off and on, pulling right up to the curb. Bus stops free of parked cars. Proper benches (not ones with a sharp forward slope) and shelters at all stops.

- RELIABLE & CONVENIENT
  - Reliable and to the timetable (with changes to the timetable readily available). A more direct route to the hospitals (Leeds General Infirmary and St. James). A bus stop nearby.

- SERVICE IS AFFORDABLE
  - Bus pass is crucial - suggestion of being reimbursed for travel to medical appointments which are scheduled prior to 9:30am.

- MISCELLANEOUS
  - If people cannot take buses due to disability or geographic impracticality, some alternative reliable transport must be available.

If people cannot take buses due to disability or geographic impracticality, some alternative reliable transport must be available.
RESPECT AND SOCIAL INCLUSION

Ageing is promoted positively and older people feel worthwhile and valued as citizens of Leeds.

WHO Guidelines: Older people should be depicted in the media, positively and without stereotypes.

SOCIAL PARTICIPATION

No one is lonely; there are a range of opportunities for people to live healthy, active and fulfilling lives in Leeds.

WHO Guidelines: A range of accessible and affordable activities for older people, which are well-promoted and take into account different cultural backgrounds and abilities.

When I see images of older people, I want them to look

- **REPRESENTATIVE**
  - Representative of everyone (diverse with regards to ethnicity, ability, gender, sexuality), and not stereotypical (e.g. grey-haired, frail, bent over, etc.). Appropriate to the purpose (e.g. not using pictures of perfectly fit people advertising mobility aids). Images should be realistic, as “it’s not a crime to be old.”

- **WELL**
  - Healthy and well, and that they are being cared for properly.

- **ACTIVE**
  - Staying active and doing something useful for their communities.

- **RESPECTED IN THE COMMUNITY**
  - Looked up to, involved in intergenerational activities.

I want to spend my free time on

- **SOCIAL ACTIVITIES**
  - With family and friends, learning, at local community centres/faith organisations, or taking part in intergenerational activities.

- **ARTS & CRAFTS**
  - Knitting, baking, flower arranging, general arts and crafts.

- **SOLITARY ACTIVITIES**
  - Massage, reading, watching TV, in peace and quiet, praying, or “whatever I want.”

- **PHYSICAL ACTIVITY**
  - Walking, exercise classes, dancing, swimming, gardening.

- **GETTING OUT & ABOUT**
  - Affordable and accessible transport to go locally and beyond, so as not to feel trapped at home.
CIVIC PARTICIPATION
AND EMPLOYMENT

Older people in Leeds actively participate in the city through education, employment, training and volunteering.

WHO Guidelines: A range of volunteer, employment and training options are accessible and older people are supported to take part. Age discrimination is prevented by policy and legislation.

I want to contribute to my community through

SHOPPING LOCALLY
- Supporting local businesses and encouraging neighbours to do the same.

FORMAL VOLUNTEERING
- Volunteering for a charity, serving as school governors or board trustees, taking part in intergenerational penpal schemes.

POLITICAL INVOLVEMENT
- Voting, attending local meetings, lobbying politicians, running for office. (Political involvement was not often mentioned without prompting, but once EA suggested it, people came up with ideas.)

INFORMAL HELPING
- Looking after neighbours, offering lifts, taking care of grandchildren, donating goods and money to charity, organising community activities.

OTHER SUGGESTIONS

Some ideas did not fit precisely into one of the above domains. They include:

- More post offices
- Certain times at shops where extra help would be available for older people
- A dedicated Leeds City Councillor for older people’s concerns
FOLLOW UP

In July and August 2016, EA returned to many of the focus groups to get feedback on a first draft of the Charter (Page 21). Most participants reacted positively to the content as “an ideal” to strive for, but believed some of the goals to be unrealistic due to the financial pressures of austerity policies as well as perceived ambivalence from Leeds City Council about older people’s issues.

One focus group member said, “If all these were [included in the Charter] it would be an almost perfect world.” Another asked, “but is this actually enforceable?”

Overall groups felt that the draft accurately reflected the process of the original consultation and people liked the practical nature of it.

A repeated question was what will happen next, and if the Charter will bring about any actual change. EA explained that the Charter would not be a legally binding document, but rather a starting point and guide for people and organisations in Leeds on how to be age friendly.

EA asked for suggestions about anything to add. Among the suggestions were:

- More public toilets (provided by both LCC and shops)
- A commitment to keep libraries open
- Some pledge from West Yorkshire Police
- Include something explicit about disabled people
- Mention the importance of patience, alongside compassion
- Good lighting on streets
- All people being represented (class, gender, sexuality, ethnicity)
- Including something about the responsibilities of older people, in addition to their rights

EA also presented the draft to the Ageing Well Board, which supported its aims and offered some useful additions. Their feedback, along with that of the follow-up focus groups, as been incorporated into the final version.

Councillor Rebecca Charlwood, Executive Member for Health, Wellbeing and Adults, was briefed on 31 August 2016 and endorsed the Charter and this report.
“It’s not a crime to be older.”

“They should have us in Parliament.”
BACKGROUND INFORMATION

More details about where the Charter came from and who contributed to it

An age friendly space at Leeds Pride 2016, sponsored by Time to Shine. People could be away from the crowds but still see the party on Lower Briggate.
Ageing Well Charter, 2012

In Leeds we believe that all older people should have the opportunity to feel valued in their community and to live healthy, fulfilling lives with adequate access to, and choice and control over, any support that they may need.

By signing this Charter, we pledge to:

- Value older people and the knowledge, skills and experience that they can contribute to Leeds.
- Work to promote positive images of ageing and ensure that older people are always treated with dignity and respect.
- Empower older people to have control over their life and over any support that they may require; promoting independence and choice.
- Promote active citizenship by providing different opportunities for older people to become involved in their communities and contribute to society for as long as they wish, for example through working, intergenerational work, lifelong learning or volunteering.
- Address health inequalities in Leeds to ensure that the health needs of all older people are being met.
- Work to promote health and wellbeing among older people through appropriate housing, social inclusion and encouraging healthy lifestyle choices.
- Promote ways that older people can gain and retain friendships in Leeds and highlight the networks of support available in their local communities.
- Hear the voices of older people and work in partnership with them to develop accessible services which will meet their needs and address any disabling barriers they may face.
- Provide up-to-date, easy to understand and accessible information on the different services and options available for older people in Leeds; enabling older people to choose and access the support or services that would most benefit them.
- Focus on older people within their communities when considering their needs and wishes, rather than thinking of them solely within organisational boundaries.
First Draft of Age Friendly Charter

After the initial round of focus groups and questionnaire responses, EA compiled the input and drafted it into the following text. This draft was then reviewed by people who had participated in the original consultation.

Leeds joined the World Health Organisation’s Global Network of Age Friendly Cities in August 2014. Following the age friendly framework set out by the WHO and guided by input from older people all over Leeds, Leeds Older People’s Forum and The Ageing Well Board created this Charter, asking key stakeholders to make a pledge to make Leeds truly age friendly.

1. AS A LOCAL AUTHORITY
Leeds City Council pledges to keep Leeds safe, accessible, and fun for older people. This includes (but is not limited to):

- Dedicating adequate resources to the housing and social care needs of older adults.
- Making timely repairs to streets and pavements.
- Producing concise and easy-to-read written information, in plain English and other relevant languages.
- Using positive and inclusive images of older people in our materials.

2. AS A BUS OPERATOR
I pledge to wait for older passengers to sit down before setting off, and to offer patience and assistance to anyone who might need it.

3. AS A BUSINESS OWNER
I pledge to make my business a place where older people feel comfortable and valued, offering a seat to take a rest, a toilet to use, and extra time if necessary.

4. AS A COMMUNITY ORGANISATION WE PLEDGE TO:

- Provide activities which are appropriate and inclusive of older people.
- Get input from older people in the community about what they want to do, which could include physical activity, arts and crafts, trips out, and digital inclusion.
- Consider the needs of all ages, not just children, when badging an activity “family friendly.”
- Use positive and inclusive images of older people in our materials.

5. AS A HEALTH PROVIDER
I pledge to take the health concerns of older people seriously, and not dismiss them simply as “a part of old age.”

- I pledge to make the process of getting appointments as accessible as possible, taking into account the digital divide between younger and older people.

6. AS A CITIZEN
I pledge to consider the needs of older people by:

- Not parking on pavements or in bus stops.
- Doing my part to keep streets clean.
- Showing patience and compassion to those who may have mobility problems or memory loss.
- Being a friendly face and good neighbour to older people in my community.
Age Friendly Charter Questionnaire

People who were unable to attend a focus group were given this questionnaire to complete instead.

1 Please think about the following statements and complete them. You may write as much or as little as you like.

1a. When I am at home, I want to feel:
1b. When I am on streets or outdoor spaces, I want them to be:
1c. When I am unwell, I want:
1d. When I need information, I want it to be:
1e. When I take a bus, it is important that:
1f. When I see images of older people, I want them to look:
1g. I want to contribute to my community by:
1h. When I have free time, I want to spend it:

2 What is one of the biggest frustrations about being an older person in Leeds?

3 What is one of the best things about being an older person in Leeds?

4 What is one thing the following groups could pledge to do that would help make Leeds more friendly to older people?

4a. Leeds City Council
4b. Charities
4c. Businesses (shops, restaurants, etc.)
4d. Health care providers

5 Who else can play a part and what can they do?

6 Any other comments?
Demographics

My age is

<table>
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<tr>
<th>Under 50</th>
<th>50-64</th>
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<td>1</td>
<td>18</td>
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<tr>
<td>0.6%</td>
<td>10.2%</td>
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<table>
<thead>
<tr>
<th>65-80</th>
<th>80+</th>
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<tbody>
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<td>76</td>
<td>30</td>
</tr>
<tr>
<td>43.2%</td>
<td>17.0%</td>
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</table>

Unspecified over 50

51
29%

My post code is

| LS5  | 1 0.6%  |
| LS6  | 1 0.6%  |
| LS7  | 48 28.2%|
| LS8  | 7 4.1%  |
| LS9  | 16 9.4% |
| LS10 | 16 9.4% |
| LS11 | 18 10.6%|
| LS12 | 25 14.7%|
| LS13 | 1 0.6%  |
| LS14 | 2 1.2%  |
| LS15 | 2 1.2%  |
| LS16 | 2 1.2%  |
| LS17 | 15 8.8% |
| LS21 | 1 0.6%  |
| LS26 | 15 8.8% |

I identify my gender as:

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<th>Male</th>
<th>Female</th>
<th>Other</th>
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<td>38</td>
<td>134</td>
<td>1</td>
<td>4</td>
</tr>
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<td>21.5%</td>
<td>75.7%</td>
<td>0.6%</td>
<td>2.3%</td>
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Is your gender the same as registered at birth?

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What is your sexual orientation?

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<table>
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<td>2.3%</td>
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What is your ethnicity?

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<th>White (Other)</th>
<th>Irish</th>
<th>Gypsy / Traveller</th>
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<td>8</td>
<td>0</td>
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<td>1.1%</td>
<td>4.5%</td>
<td>0%</td>
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<td>7</td>
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<td>9</td>
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<td>4%</td>
<td>24.3%</td>
<td>5.1%</td>
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<table>
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<td>4%</td>
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<td>5.1%</td>
<td>2.3%</td>
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<tr>
<td>92</td>
<td>52%</td>
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CONCLUSION

This report and the Charter are only one step toward making Leeds an age friendly city.

Though the consultation involved a large number of older people from diverse backgrounds, many groups may not have been actively included in the process, particularly those who are likely to be most socially isolated.

A next step will be to continue reaching out to as many people as possible and include them in the process of making the Charter pledges a reality.

Time to Shine, the Ageing Well Board, and other members of the Age Friendly Leeds Partnership will now work with people and organisations around the city, encouraging them to sign up to the Charter and work toward the pledges.
Credits & Thanks

The Age Friendly Charter came to fruition as a partnership between the third sector, Leeds City Council and older people themselves.

SPECIAL THANKS TO

Councillor Rebecca Charlwood
Carole Clark
Lucy Jackson
Rachel Koivunen
Mick Ward
Bill Rollinson

As well as to the groups involved with the Consultation

INITIAL CONSULTATION
MARCH - APRIL 2016

Feel Good Factor
Hamara Healthy Living
Holbeck Elderly Aid
Leeds Black Elders Association
Leeds Gay Community
Lychee Red Seniors
Sawan Vihar (Health for All)

INITIAL AND FOLLOW-UP
CONSULTATION
JULY - AUGUST 2016

Armley Helping Hands
Cha da Cup (Touchstone Sikh Elders)
Leeds Irish Health and Homes
MAECare
Middleton Elderly Aid
Out in Leeds
Saxton Gardens Residents Association
Swillington Elderberries
Making Leeds the Best City to Grown Old In is one of eight breakthrough projects identified by Leeds City Council as key cross-council priority areas.

The Project is led by Cllr Rebecca Charlwood, Executive member for Health and Well Being, and reports to the Executive Board of LCC. The partnership builds on the work of the Ageing Well Board over the last 5 years to become the strong high profile Breakthrough project it is today, recognised by the World Health Organisation and the UK Age Friendly Cities network as well as the Centre for Ageing Better.

The project delivers priority 2 of the Leeds Health and Well Being Strategy—for Leeds to be an Age Friendly City where people age well.

Out of the Shadows: Time to Shine is managed by Leeds Older People’s Forum (LOPF) and funded by the Big Lottery Fund’s Fulfilling Lives: Ageing Better programme to reduce social isolation and loneliness amongst people over 50.

Time to Shine selects partners across Leeds to deliver unique and creative projects that engage socially isolated people. Within the programme is robust external local and national evaluation to test and learn from the approaches and inform future work.

Leeds is one of 14 Ageing Better areas, selected from an original 100 in England. LOPF secured £6 million from Big Lottery Fund to reach more than 15,000 older people in the city by 2021.

Throughout the six years of the project, evidence will be collected about what works best so that The Big Lottery Fund can influence future policy and programming.

www.timetoshineleeds.org