

Developing Age-friendly Communities (AfCs) in Rural Areas in Scotland

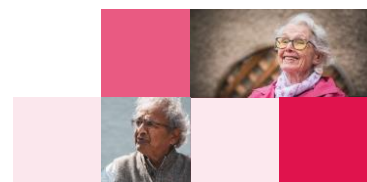
Tony Donohoe, Age-friendly Communities Project Co-ordinator
Scottish Older People's Assembly
14th March 2024

the
Tudortrust



Today's Programme

1. Introduction to Age-Friendly Communities (AfCs) in Rural Context
2. Developing AfCs in Rural Northern Ireland
3. Perth & Kinross: Setting out on the AfC Journey
4. North Yorkshire Council: Age-friendly Community Journey
5. Lunch (1pm)
6. Older People and Loneliness in Rural Areas
7. Healthy Ageing in a Changing Climate & AfC Rural Research
8. Discussion & Next Steps



SOPA AfC Project Background

- To encourage and support more Age-friendly Communities in Scotland
- Provide environment for all people to age well and thrive (voice for older people!)
- National Advisory Group & Scottish Network Group
- Currently 3 AfCs in Scotland & several more interested (all members of network group)
- Local partnerships between Health & Social Care, Local Authority & Voluntary/Third Sector
- Rural areas such as Perth & Kinross, Highland, Dumfries & Galloway, Scottish Borders
- Also mixed urban/rural areas



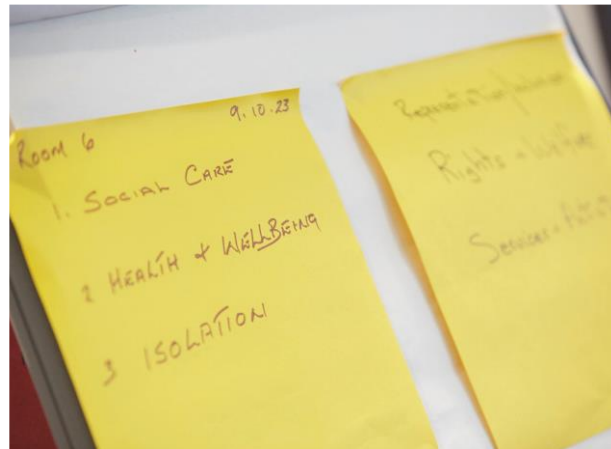
Some key discussion points for today?

- What are specific challenges for rural areas in developing an AfC and how does this differ from more urban areas?
- Are there specific themes within the WHO framework that are more relevant and pertinent to rural areas?
- How is an AfC governance and participation structure developed in a rural area?
- Are there specific inequalities in rural areas that impact on an AfC?



Next Steps

- Produce short briefing on events
- Continue to grow Scottish AfC network
- Champion AfC approach in your area
- Champion AfC approach in national policy arena
- Joint working on rural issues with UK AfC Network, Wales and Northern Ireland



 Centre for
Ageing Better

Age-friendly Communities

Rebecca Lines
Age-friendly Communities Learning Officer

#AgeFriendlyUK

@Ageing_Better

ageing-better.org.uk



What is an Age-friendly Community?

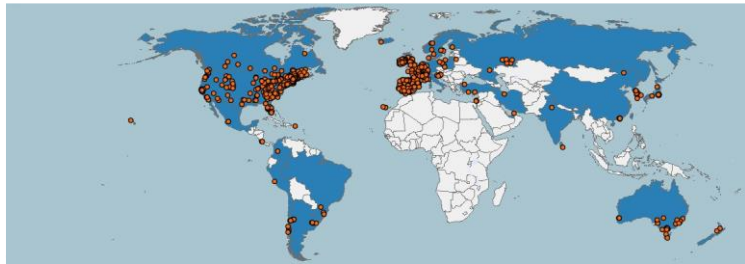
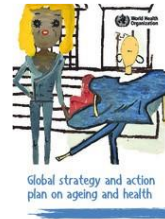
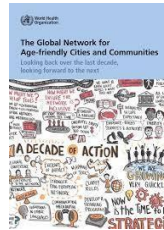
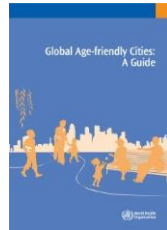
An Age-friendly Community is a place where all people are able to **live healthy and active later lives**.

Where it is possible for people to continue to **stay living in their homes**, participate in the **activities** that they value, and **contribute to their communities**, for as long as possible.

WHO's Age-friendly Communities framework acts as a guide for communities to achieve this goal.

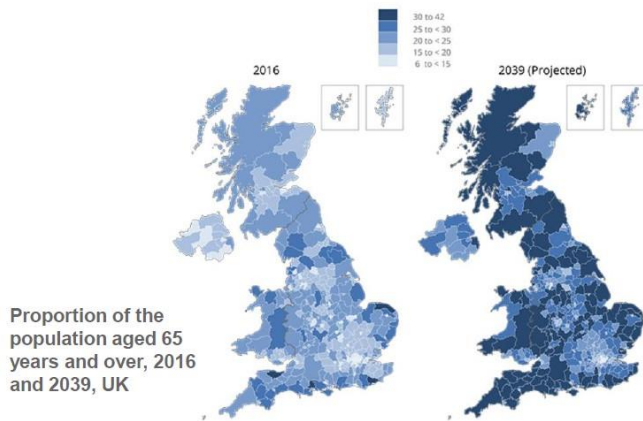


WHO Age-friendly Communities Framework



2021-2030
United Nations
Decade of Healthy Ageing

Ageing in Rural & Coastal Localities



Source: 2016 mid-year population estimates for UK, Office for National Statistics, 2014-based subnational population projections for UK, Office for National Statistics, Welsh Government, National Records Scotland and Northern Ireland Statistics and Research Authority, contains OS data © Crown copyright 2018 © Design Council 20



Benefits of the Age-friendly Communities approach?

- Supports an ageing population
- Effective and targeted use of **resource**
- **Preventative** approach leading to better health outcomes
- Brings partners together and **integrates services**
- Demonstrate compliance with **equality duty** around age
- Co-produced with **older people**
- Make **visible** everything you are already doing



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WHO Age-friendly Communities Framework

8 Domains

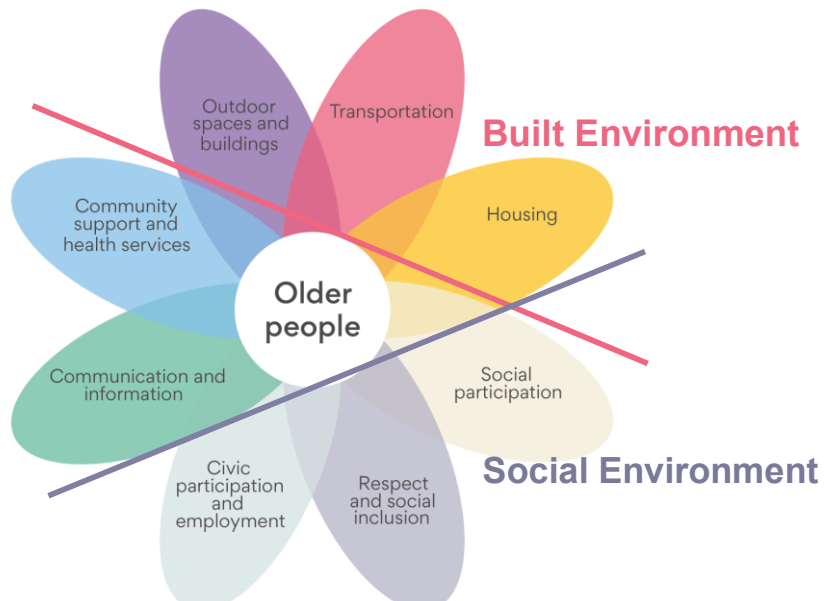


Programme Cycle



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WHO Age-friendly Communities Framework: 8 domains



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WHO Age-friendly Communities Framework: 8 domains

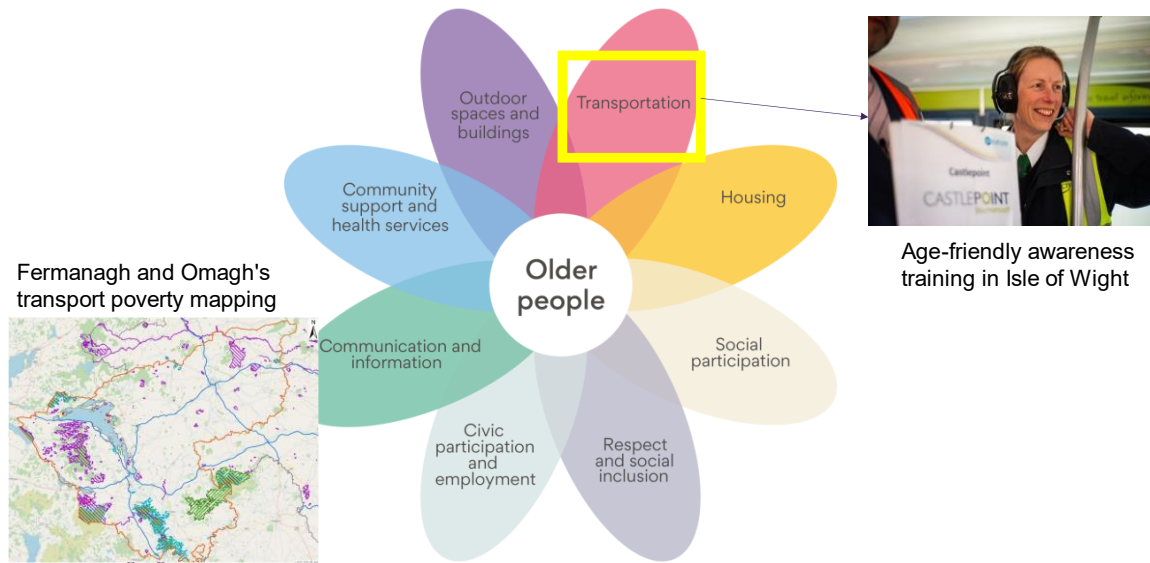


Take a Seat, Barnsley

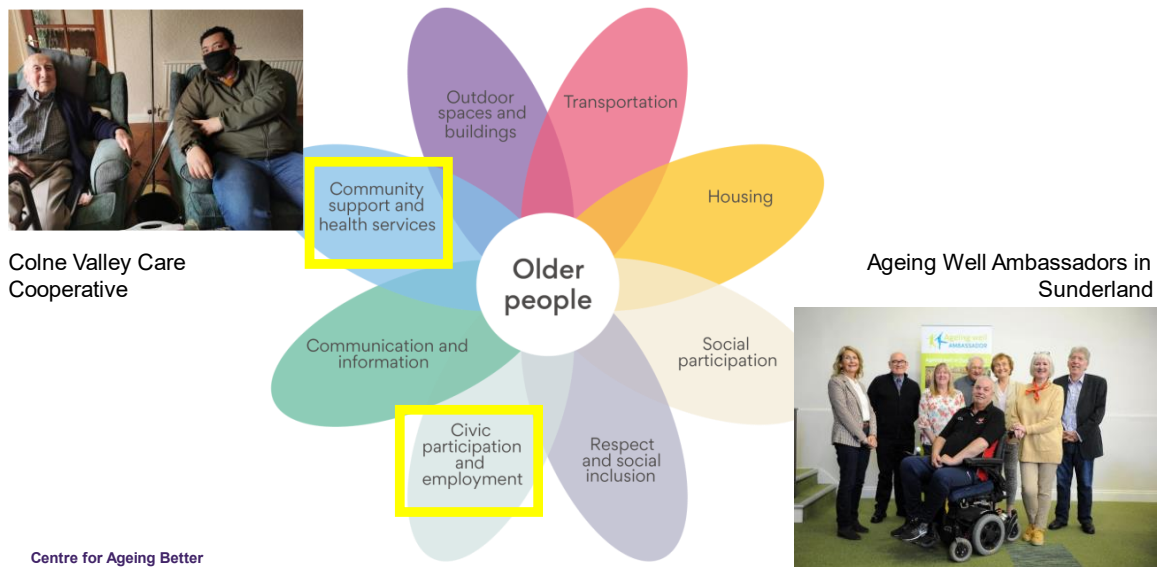


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WHO Age-friendly Communities Framework: 8 domains



WHO Age-friendly Communities Framework: 8 domains



WHO Age-friendly Communities Framework: Programme Cycle



79 members of UK Network of Age-friendly Communities

- Antrim and Newtownabbey
- Ards and North Down
- Armagh City, Banbridge and Craigavon
- Banbury
- Barnsley
- Belfast
- Birmingham
- Bolton
- Bournemouth, Christchurch & Poole
- Brighton and Hove
- Bristol
- Buckinghamshire
- Bury
- Calderdale
- Cardiff
- Carlisle
- Causeway Coast & Glens
- Cheshire West
- Cumberland
- Derry City and Strabane
- Doncaster
- East Lindsey
- Fermanagh and Omagh
- Flintshire
- Framlingham
- Greater Manchester
- Hastings
- Hebden Royd
- Isle of Anglesey
- Isle of Wight
- Kirklees
- Knowsley
- Leeds
- Leighton- Linlode
- Lisburn Castlereagh
- Liverpool
- Liverpool City Region
- London
- London Borough of Barnet
- London Borough of Hackney
- London Borough of Kingston Upon Thames
- London Borough of Lambeth
- London Borough of Lewisham
- London Borough of Newham
- London Borough of Southwark
- London Borough of Sutton
- Manchester
- Melksham
- Mid and East Antrim
- Mid Ulster
- Middlesbrough
- Newry, Mourne and Down
- Newcastle upon Tyne
- North East Somerset
- North Norfolk
- North Yorkshire
- Nottingham
- Perth and Kinross
- Plymouth
- Rother
- Salford
- Sefton
- Sheffield
- South Ayrshire
- South Gloucestershire
- South Lakeland
- South Lanarkshire
- South Tyneside
- Stevenage
- St Ives
- Stockport
- Stoke-on-Trent
- Sunderland
- Torbay
- Trafford
- Vale of Glamorgan
- Wigan
- Yate
- York



Thank you

Afc.network@ageing-better.org.uk

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Scottish Older People's Assembly

Age-Friendly Communities: Rural Seminar – 14.03.24

Age-Friendly – 4 Stage Process



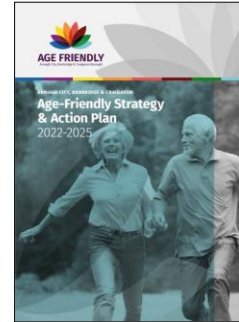
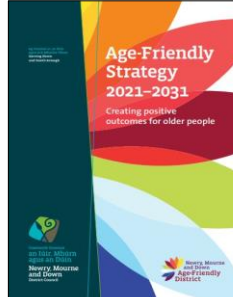
Baseline Profile

	Male	Female
Life Expectancy in NI	78.9	82.4
Life expectancy in CC&GBC	79.7	82.6
Life expectancy in deprived area CC&GBC	77.3	80.1
Deprivation Gap CC&G	2.4yrs	2.5yrs
NI Rural Deprivation Gap	2yrs	2.7yrs

Data extracted from the [Health Inequalities Annual Report 2022](#)



Planning Strategically



Age-Friendly in action



C.A.R.E Project (Collective Approach to Rural Exclusion)



- Partnership with Dennett Interchange Ltd, Glenelly Development Trust Ltd, Artigarvan Community Response and Brighter Ballymagorry Development Group
- Luncheon clubs, a Befriending Service, physical activities, allotments, Men's Shed as well as volunteering.
- Recent finalist in the All-Ireland IPB Pride of Place Competition under the Community Age Friendly Initiative
- Lottery targets within first 18 months of project initiation



Age-Friendly Network NI

Where we are now...

Priority Themes	Agreed Actions
NI Network Steering Group	2 year action plan to be developed
Resourcing of Age Sector Networks	Thematic subgroup developed
Transport	Thematic subgroup developed
Communication and Information	Thematic subgroup developed
Age Friendly Design Principles	Thematic subgroup developed

Where we would like to be in ...

2 **Two Years**
Success completion of proposed two-year action plan included four priority themes

5 **Five Years**
Additional priority themes developed with thematic sub-groups and associated targets. i.e Housing, Employment

10 **Ten Years**
Age-Friendly implemented at all levels including Central Government, Local Government and third sector.



Age-Friendly Network NI

Engagement & Policy Influence

Engagement

- Age-Friendly Ireland
- Centre for Ageing Better UK
- Commissioner for Older People NI
- Office of Older People’s Commissioner for Wales
- World Health Organisation
- All Party Group for Ageing and Older People

Policy Influence

- Future of Transport: rural strategy – call for evidence (2023)
- Consultation on Northern Ireland Concessionary Fares Scheme (2023)
- Consultation on Voluntary and Community Sector Infrastructure Support (2024)
- Department for Communities: Active Ageing Strategy





Contact: Age.friendly@causewaycoastandglens.gov.uk



Age Friendly Communities Perth and Kinross

14 March 2024

Ageing and Living Well in Perth and Kinross

Ageing affects everyone. But 'age' itself is not necessarily the issue.

Ageing is not an illness.

It's about reducing limitations in the broadest sense, irrespective of health, conditions and co-morbidities.

Ageing well is conceptualised as functional ability, which is the interaction between individual capacity (physical, mental, psychological, social) and environment (physical, social, policy).

Maximising potential, quality of life, participation and well-being, not just longevity.

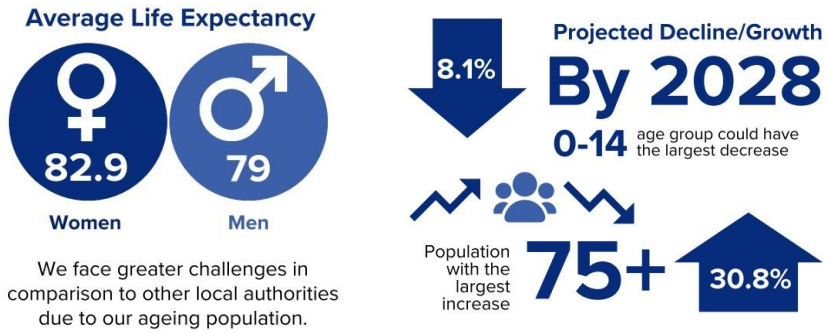
Demographics

Perth and Kinross is a particularly beautiful local authority area, made so by its rural nature.

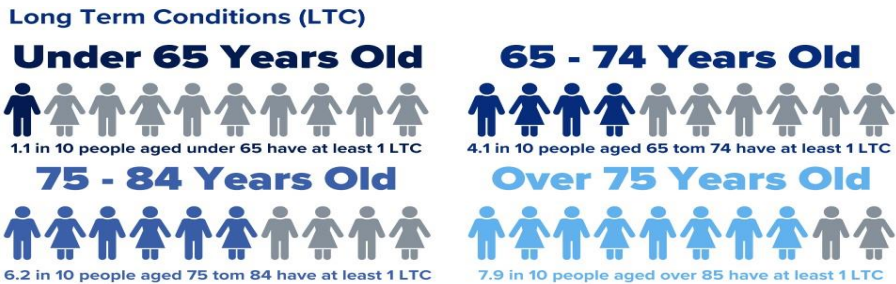
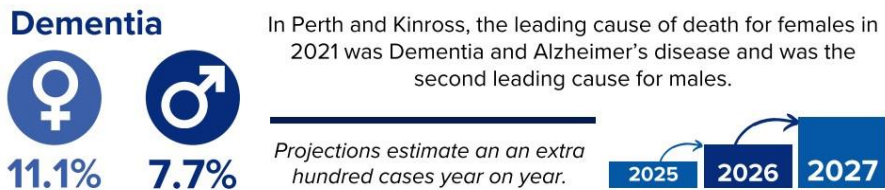
This rurality however provides a challenge for us, with a large proportion of our people living in small settlements across Perth and Kinross.

Further compounded by our ageing demographic and reducing workforce, these three issues alone cause us a significant level of difficulty in delivering services.

Demographics



Demographics



Demographics

The main Long Term Conditions are:



this pattern is consistent across all localities.

In Perth and Kinross, we have 37 data zones classed in the 10% most access deprived category in Scotland, including Rannoch and Aberfeldy, which is judged to be the most access deprived data zone in the whole of Scotland.



These 37 data zones represent, 31,993 people, 21% of our population.

Demographics



13308 carers
according to the 2011 census
9% of populace at that time

3,174

The number of P&K residents, of all ages, that were assessed as requiring Homecare services in 2021/22. This equates to a total of

In Perth and Kinross council, the split in registered carers is generally a third in each locality.



1,754,030 homecare hours



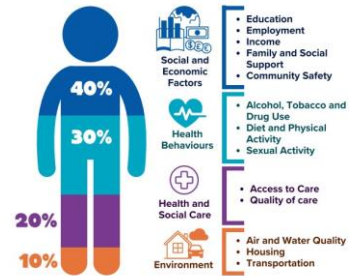
This is the equivalent of 11.9 hours per person, per week
The majority of this service is delivered to people aged 65 years old and over.

Being reliant on social care is not an inevitable part of ageing.

Reducing Health Inequalities

This figure gives a visual representation of how health and social care services contribute only.

20% of the modifiable determinants of health, with the social, economic, and environmental factors (50% collectively) being the primary drivers of our health and wellbeing.



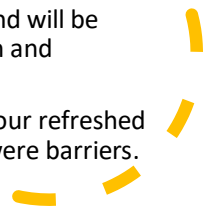
We asked people to tell us what challenges they faced when looking after their Health and Wellbeing.



Why Age Friendly Communities?

We believe that developing Age Friendly Communities within Perth and Kinross are important and will be hugely impactful for the long-term health and wellbeing of our older population.

Our recent Community Consultation for our refreshed Strategic Plan told us that the following were barriers.



Co-design

Active involvement of the community plays a pivotal role in driving the transformation of health and social care and improving outcomes for communities. Perth and Kinross Health and Social Care Partnership is dedicated to fostering collaborative relationships with individuals and communities.

We place significant importance on actively seeking the input and feedback from those who access our services to co-create and shape future service delivery.

83% "More opportunities to support health and wellbeing in my local community."

77% "Provide opportunities for local communities to influence how health and social care budgets should be spent."



The Petals and the HSCP

Each petal represents areas of work we want to improve, and feel are important for our population.

The Health and Social Care Partnership can actively tackle the issues raised in the previous slide and more.

But we need a wide range of partners to engage in this work.

Our initial meetings have evidenced a commitment from multiple partners and although we are in the very embryonic stages of developing Age Friendly Communities, we are positive the right people want to be involved in making this a success.



Existing Age Friendly Activities in Perth and Kinross

- Community transport providing access to social events and/or medical appointments
- Accessible arts and culture mobile library, community centres
- Accredited Dementia friendly Environments
- Bus Driver training for older people
- Care At home, Care Homes, Day Centres
- Cross Roads
- Food Train
- Football Memories
- Further Education/ Retraining – SDS
- GOGA – Get out and Get Active
- Intergenerational working



B.H.D.R.C (Alz Scot); MCI, AHP Clinics, Brain Health, Peer support groups (carer and person with dementia); Community Activity Groups; PDS, Information/ Education Support

- Large Numbers of Community Groups Churches, Social Clubs
- Live Active Leisure
- Local digital skills workshops
- Men's Shed
- Older Person's Housing Outreach Service
- Online Activities/ Opportunities
- Paths for All
- PKAVS – unpaid carers
- Pubs and Clubs
- Social Prescribing
- Volunteering opportunities – charity shops, community circles
- Warm Spaces
- Wellbeing Coordinators – walking, cycling etc

How are older people involved in planning and designing services



Geographical area – large – is there an Older People's Forum?
Resource/ Funding
Overburdening of small number of people / Sharing the load

How light is the touch/ Flexibility in Process of Becoming AFC
The horse has bolted (high demand)
Political Engagement

Public attitude to ageing
Economic Social Divide – Community spirit
Lack of sustainability

Any Perceived Barriers to Achieving AFC Status

More mental health support
Fear of the Unknown – Can I do it?
What's in it for me?

Bureaucratic Mindset
People/ Staff with right skills/ mindset – We need early adopters!

AFC – It is teenage friendly?
Family Friendly? Disability Friendly? Can we tackle this in an all inclusive way? Stop putting people in boxes – Incentivise all generations for future



Age Friendly Communities Perth and Kinross Event

Perth and Kinross Health and Social Care Partnership | Supporting Active and Healthy Ageing

22nd November 10.30am - 12.30pm
Perth Autism Support (PAS),
14 New Row, Perth, PH1 5QA.

Come along to the PAS offices to find out more about Age Friendly Communities. The ambition for Perth and Kinross is to be a place where people age well and where older people are valued, feel respected and appreciated, and are seen as the assets they are. Join us to find out more.

Older People

- Physical Health
- Mental Health
- Active Living
- Community Participation
- Safe Environments
- Transport
- Information and Communications
- Support and Care

Light refreshments will be available!

To reserve a space call us on 07789 728061 or email us CommunityEngagement@pkc.gov.uk

Scan the QR code to find out more about the importance of age-friendly communities

<https://www.scotpa.org.uk/age-friendlycommunities.asp>



Information event held in November 2023

Support from South Ayrshire

Collaboration with Stirling University

Attendees feedback following event

Hi, just a quick email to thank you for this event.

There are a number of agencies supporting digital inclusion and I think it might be good adding it to the list provided on the Existing Age Friendly Activities in Perth and Kinross poster/flyer provided at the catch up.

Look forward to being involved going forward.

Thank you very much for putting on the Age Friendly Communities Information event. It is a very encouraging initiative.

If I can be of any future assistance please let me know. I have a particular interest in Continued Learning and am, at present, chair of a local organisation with a large membership. I would be happy to help in any way I can.

Perth and
Kinross join UK
Network
December
2023



Next steps

- Continue to raise awareness of initiative
- Continue to engage with communities
- Inspire local communities to become involved in the Age Friendly movement
- Finalise governance structures and arrangements

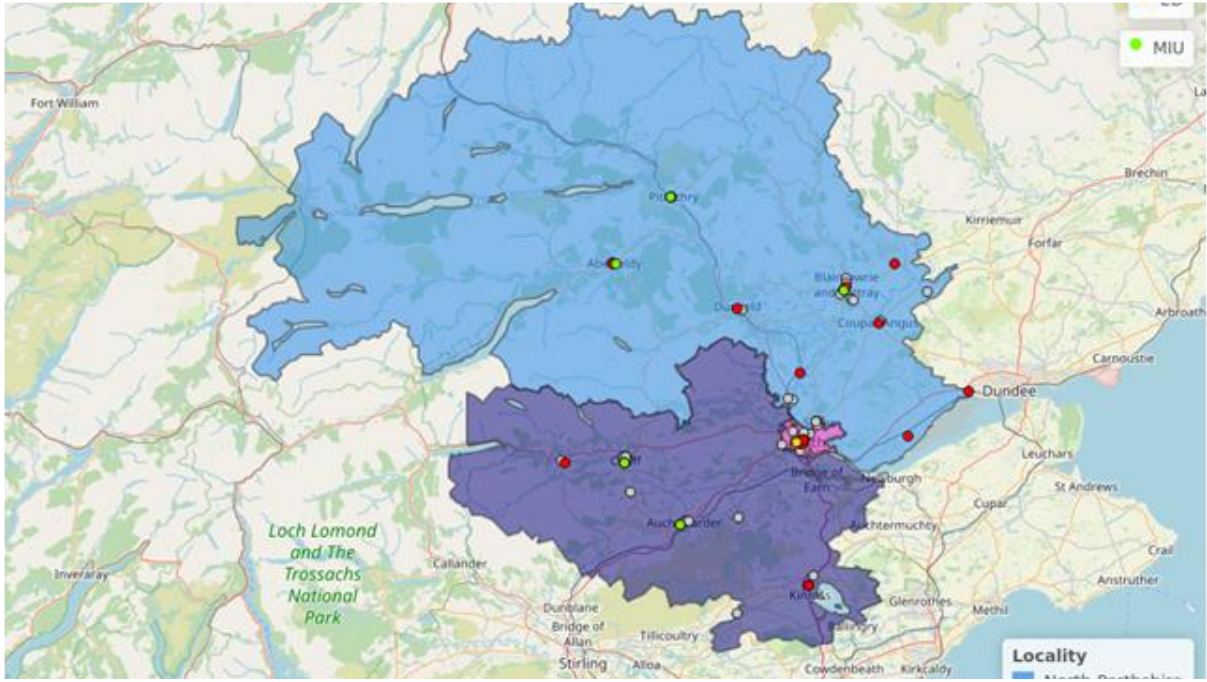
Potential Challenges



LARGE GEOGRAPHICAL AREA



LIMITED RESOURCES



Opportunities



INNOVATE AND IMPLEMENT
CREATIVE SOLUTIONS



BUILD ON EXISTING
SUCCESSFUL INITIATIVES



DEVELOP A PERTH AND
KINROSS WIDE SUSTAINABLE
AGE FRIENDLY MOVEMENT

Thanks for listening

Any questions?



North Yorkshire Age friendly Communities

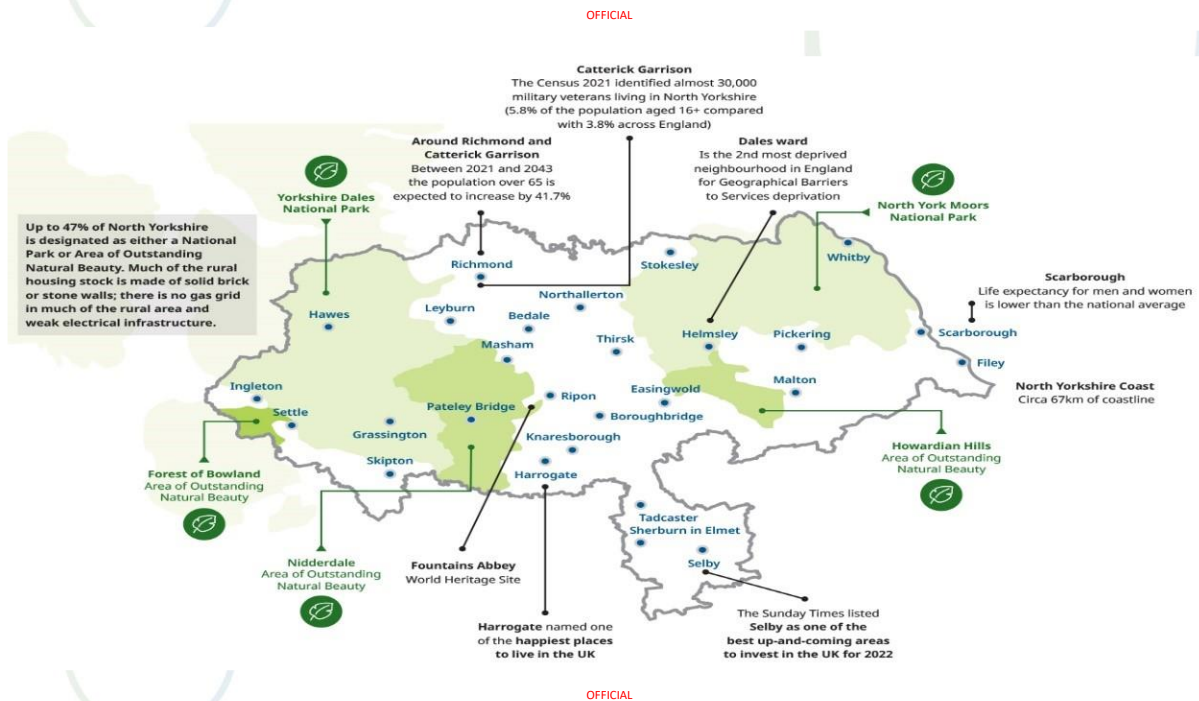
Carly Walker, Public Health Manager
Carly.walker@northyorks.gov.uk



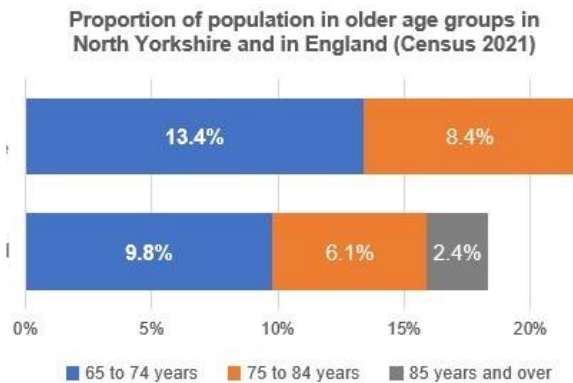
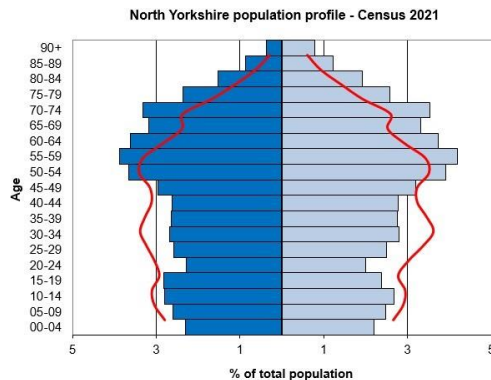
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North Yorkshire: England's largest county

- Population of 615,400 people living in a wide range of communities, from larger towns such as Harrogate to smaller market towns such as Pickering, picturesque villages such as Pateley Bridge and isolated farms in some of the most sparsely populated parts of England.
- 1 in 4 residents over 65, projected to increase to 1 in 3 by 2043
- Spread over 3,000 square miles, North Yorkshire's health and social care landscape is complex:
- Four NHS trusts provide acute hospital care
- Three Integrated Care Boards
- 17 Primary Care Networks
- 731 Parishes
- 6 parliamentary constituencies
- 3 Age UKs



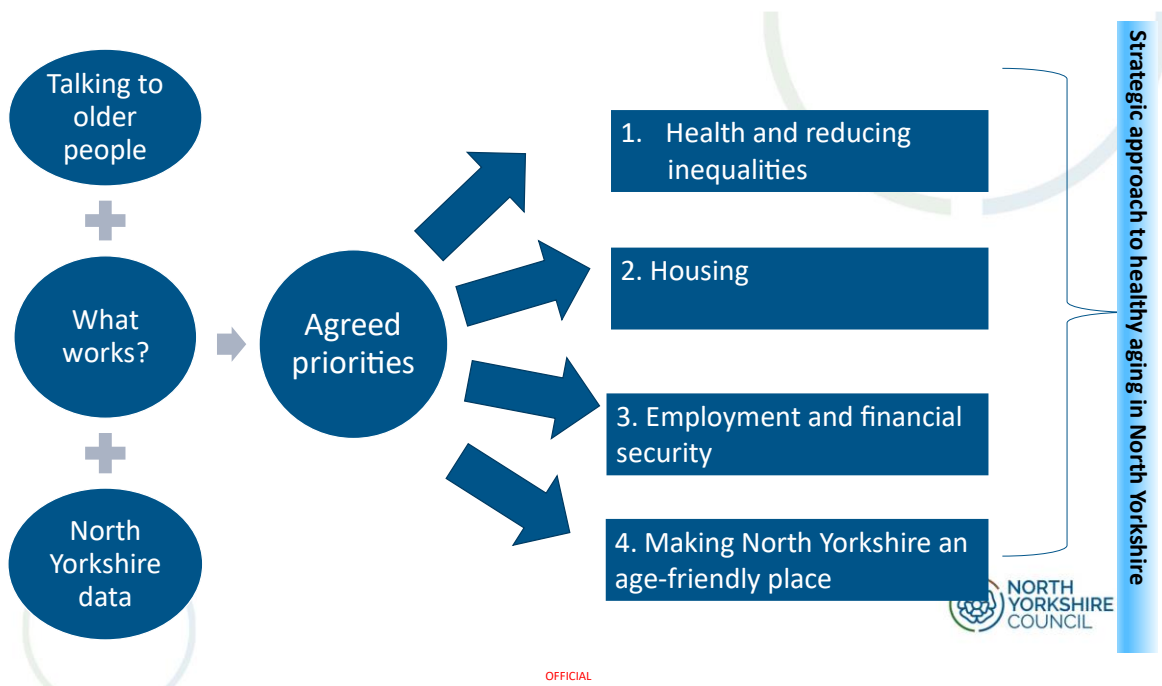
Context cntd.



Our journey

- 2017 – Director of Public Health annual report on growing old in North Yorkshire – recommended work towards becoming an age friendly community
- 2018 – set up a county wide steering group and started engaging with stakeholders
- 2019 – joined the UK network
- 2019 onwards – projects implemented including take a seat, strengthening the voice of older people, intergenerational projects, strength and balance programmes, increasing uptake of vaccinations, fuel poverty schemes, influencing strategies and plans e.g. housing, IDOP, dying matters awareness, contracts with community organisations, covid support
- Jan 2023 – older people's survey
- April 2023 – new unitary council launched (8 councils into 1)
- May 2023 – priorities agreed by new council management board





Learning

- Find a friendly ally with a common agenda e.g. communities / partnership roles, health and falls prevention
- Start small – focus on one area where there is interest. Pilot in one or two areas
- Link into any locality working/existing groups to implement AFC
- Use the voice of older people to help progress and justify prioritising this agenda. What is important to them? Find the older people's forums/groups
- Joint engagement e.g. with health, LA, older people's group
- Use a variety of ways of engagement to access rural areas
- Elected member buy in is key
- Use age friendly/healthy ageing as an umbrella for older people's work
- Have a clear vision and focus on what you can

Levers

- The voice of older people
- Data
- Cost of social care and the need for prevention
- Economic contribution of older people – residents and tourism in a rural area
- Climate change – impact on older people
- [Consensus on healthy ageing](#)
- ADPH [position statement](#) on healthy ageing
- Age UK/PHE [Ageing in coastal and rural communities](#)
- Local strategies e.g Health and wellbeing board, local plan etc
- CMO report health in an ageing society (England)



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Our next steps

- Inputting into strategies and plans of new council
- Setting up a healthy ageing officer group
- Pulling together an action plan based on priorities
- Older people's partnership board
- Double devolution (parish and combined authority)
- Director of Public Health annual report – healthy ageing



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Older People and Loneliness in Rural Areas

For Age Friendly Communities

March 2024

Nicola Watson

“Good support isn’t just about ‘services’ – it’s about having a life.”



About IMPACT

IMPACT is the UK centre for implementing evidence in adult social care.

Working with **co-production** at the heart, we make a difference to front line services and people’s lives by:

- **Looking at what research tells us**
- **Listening to people who use services and their carers**
- **Listening to social care staff**

“Good support isn’t just about ‘services’ – it’s about having a life.”



Older people and loneliness in rural areas

In partnership with Health and Social Care Moray until July 2024.

Explore what approaches help to reduce loneliness for older people in rural areas with the aim to make recommendations for future service development.

By listening to the voices of older people and those who deliver services whilst exploring approaches from across Scotland/ UK.



“Good support isn’t just about ‘services’ – it’s about having a life.”



Mapping approaches in Moray

“Good support isn’t just about ‘services’ – it’s about having a life.”



Listening to the people of Moray

Gathered the views of **121 people** from across Moray.

- **Members of the community**
- **People who draw on care and support**
- **Those who deliver services**

“Good support isn’t just about ‘services’ – it’s about having a life.”

Did you know that loneliness in later life can affect mental and physical health as well as quality of life?

My name is Nicola Watson from IMPACT and I'm working alongside Health and Social Care Moray to find out what helps to reduce loneliness in rural areas.

You can help by jotting down your thoughts (on the reverse) and returning to the address provided. Your views will help make a difference to services in Moray for older people.

“Good support isn't just about 'services' – it's about having a life.”

www.impact.bham.ac.uk

What does loneliness mean to you?

What leads to loneliness for older people in Moray?

What groups or services make people feel connected?

What would help reduce loneliness in Moray?

If you would like to say more about this please add your contact details:

nicola.watson@str.ac.uk

Please send to:
Nicola Watson
Shared Lives Team
Council Offices
High Street
Elgin
IV30 1BX

Thank you



What leads to loneliness for older people in Moray?

- Personal and Life Course Transitions:**
- Bereavement/ relationship breakdown
 - Limited family support
 - Limited mobility/ ill health/ dementia/ sensory impairment
 - Lack of confidence
 - Dislike of dark winter nights/ weather issues
 - Caring role
 - Retirement
 - Relocation
 - Living on own
 - No hobbies/ purpose

- Community and societal factors:**
- Lack of transport.
 - Shortage of befrienders, PAs/ waiting times for services.
 - Lack of volunteers to take on roles in community groups
 - Lack of awareness of what help is available.
 - No internet or poor connection/ Reliance on technology
 - Closure of meeting spaces
 - People don't know their neighbours as they once did.
 - Cost of socialising

“Good support isn’t just about ‘services’ – it’s about having a life.”



What makes people feel connected?



“Good support isn’t just about ‘services’ – it’s about having a life.”



Signposting and connecting

In Moray an examples is:

- The Hub in Buckie



Image from: The Hub Facebook

“Good support isn’t just about ‘services’ – it’s about having a life.”

Other examples are:

- Street and doorstep outreach
- Village Agents/ Community Champions



Meeting Places

Examples are:

- Dementia Meeting Centres
- Public Living Rooms



“Good support isn’t just about ‘services’ – it’s about having a life.”



Image from: Worcester Community Garden



Ongoing Relationships

In Moray an example is:

- Shared Lives



Image from: Shared Lives Care in the UK 2022 -23

“Good support isn’t just about ‘services’ – it’s about having a life.”

Another example is:

- Homeshare



Activities

In Moray an example is :

- BALL Groups



“Good support isn’t just about ‘services’ – it’s about having a life.”



Other examples are:

- Integrational lunches/ games afternoons
- Retired Farmers Social Group



I would like to know...

- **How does this compare to the experiences of your community?**
- **How do you tackle loneliness in your area?**



“Good support isn’t just about ‘services’ – it’s about having a life.”





Nicola Watson

Facilitator: Older people and loneliness in rural areas

Nicola.Watson@stir.ac.uk

Find out more about our projects, people and progress:

<https://impact.bham.ac.uk/>

<https://impact.bham.ac.uk/our-projects/facilitators/loneliness-among-older-people-in-rural-areas/>

“Good support isn’t just about ‘services’ – it’s about having a life.”



Building Climate Resilient Rural Age - Friendly Cities and Communities (AFCCs)



Image credits: Prawn/ Pixabay, Peter Kinderley, Elliot Marches

Climate Change and Ageing Populations

- Climate change bringing about significant challenges and opportunities for rural communities.
- Extreme weather disproportionately impacts older people as a group.
- Prevailing narrative of older people 'as the problem'.
- Reactive approach to ageing and climate change – e.g. emergency response.
- Existing frameworks for delivering age -friendly interventions – clearer operationalisation in the context of ageing in rural areas and climate change.
- Ageing -in-place/ageing -in-the **right** place.

Age-Friendly Cities and Communities (AFCCs)



Aims and objectives

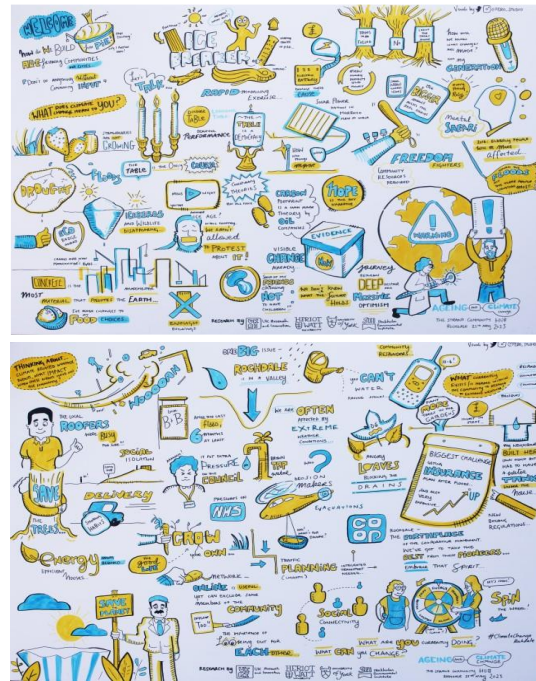
- To explore how Age-Friendly Cities and Communities can build **climate resilient supports** that **enable healthy ageing in place** for older people
- To identify the **barriers and opportunities** to inclusive climate resilient Age-Friendly Cities and Communities through a **community-based participatory approach**
- To **co-design recommendations** for how we can support healthy ageing for older people in response to the climate crisis.

Healthy Ageing in a Changing Climate



- **Stage 1:** Policy and Practice Mapping Event.
- **Stage 2:** Community Dialogue Events and Online Campaign
- **Stage 3:** Codesign Workshops Climate Resilient AFCCs.
- **Stage 4:** Dissemination and Knowledge Exchange Event





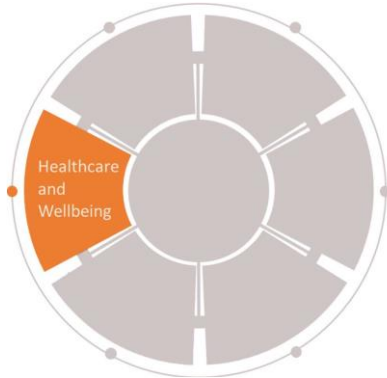
Healthy Ageing in a Changing Climate

Creating Inclusive, Age-Friendly, and Climate Resilient Cities and Communities in the UK

HERIOT-WATT UNIVERSITY | SEI Stockholm Environment Institute | UNIVERSITY of York | JHS Healthy Ageing Challenge



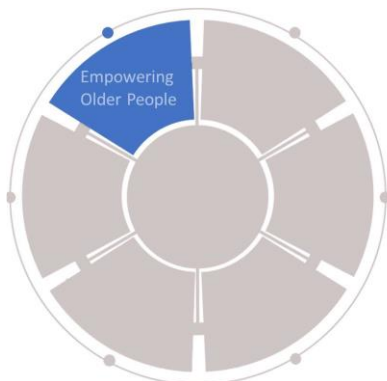
Healthcare and wellbeing for older adults in extreme weather



Recommendations

- Climate change as a public health priority
- Community integrated health services
- Practical resources and health toolkits
- Climate health and climate change champions

Empowering older people towards climate action



Recommendations

- Community empowerment
- Co-designing climate interventions
- Climate change ambassadors
- All agency communication
- Reaching into communities

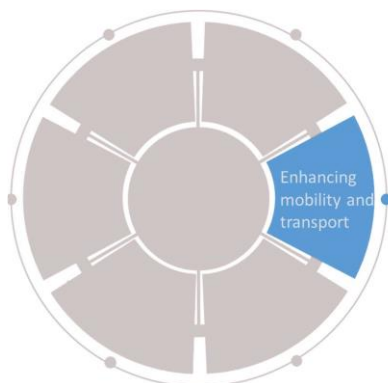
Mobilising community and social infrastructure



Recommendations

- Promote age-friendly community hubs
- Foster inclusive and safe spaces
- Build on existing community assets and resources
- Digital skills for climate resilience
- Comprehensive resilience planning

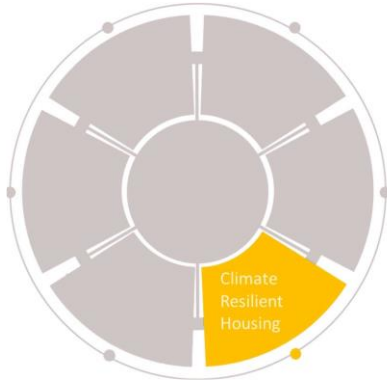
Enhancing mobility and transport for healthy ageing



Recommendations

- Climate resilient transportation services.
- Wayfinding and navigating outdoors
- Climate resilient outdoor spaces
- Ageing and sustainable transport
- Building innovative outdoor environments

Climate resilient housing for ageing in place



Recommendations

- Climate resilient housing strategy
- Future proof lifetime homes
- Informed housing options
- Practical guidance
- Housing transitions

Intergenerational communities and climate resilience



Recommendations

- Foster intergenerational collaboration
- Promote knowledge exchange
- Embrace 'people helping people' concept
- Inclusive decision making
- Share intergenerational stories

Conclusion

- Layers of resilience - individual, community and organisational resilience.
- Strengthen the evidence base – mapping those most impacted by climate change in rural communities.
- Valuing local knowledge in shaping climate change policy and practice at a local level.

Thank you to...

- Our Project Advisory Group
- Age-Friendly Teams – Belfast, Cardiff, Greater Manchester
- Working Groups e.g. Greener Later Life, Greater Manchester
- Community Groups – the Citadel, HMR Circle
- City Councils
- All those who gave their time to participate in the research