

# **A city for all ages:** making Sheffield a great place to grow older

**Sheffield** First  
PARTNERSHIP



# Foreword

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We are delighted to commend this new framework for a city for all ages. Sheffield is one of the first cities in the country to adopt such a comprehensive strategic approach to ageing. We already have one of the largest proportions of older people compared to other major cities in the UK and, in the coming decades, this will increase further. Everyone should be happy about the fact that people are living longer on average, but this does present challenges that must be addressed. That is what this framework is about.

Ageing was one of the three ‘grand challenges’ identified by the last Government and it is something that affects all of us. From before the point of birth we are all ageing until death. Rather than seeing this life long process as leading inevitably to loss of function and frailty, this framework builds on the latest research evidence which shows that how we experience old age is determined largely by factors that occur at earlier stages of the life course such as employment, living standards, housing and environment. This means that we can all take action to try to maximise the chances of active and healthy ageing and, therefore, a high quality of life in old age. The framework is also the product of extensive consultations with local people and groups, including older people who told us what they value about their lives and their communities.

Although there is much that individuals can do for themselves we will not succeed in achieving the goal of active ageing for all unless the whole city is involved. **So, the framework shows how the key participants – people, organisations and the city – can all play their parts in achieving the best outcomes for all of us as we age. This will also make the city a better place to grow up and grow old in. In fact, we aspire to be the most age-friendly city in the country.**

As well as taking a life long approach to ageing and emphasising the key role of prevention in the creation of active ageing, this framework includes all generations. In other words the issue of ageing is a matter for *all ages*, not just older people. It is in the interest of all generations that the ageing process results in the most positive outcome: that ill-health, loss of function and frailty are pushed as close to the end of life as possible. Therefore all generations in the city have an equal stake in this framework and all must be involved in its implementation if it is to succeed.

Over the coming months we will consult with the major stakeholders in the city on how this ambitious framework can be implemented. There will also be a reference group of local people and community organisations to review progress and help to identify the key priorities.

Please join in and help us to make Sheffield the age-friendliest city.



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# An age-friendly Sheffield

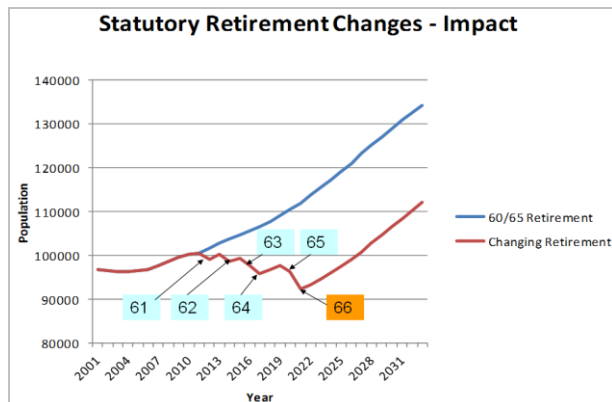
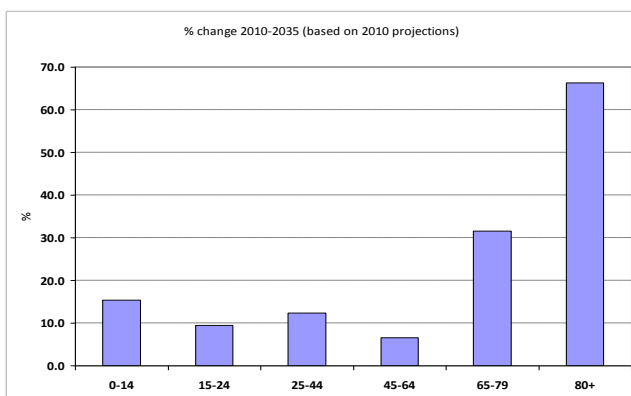
## Ageing society: a cause for celebration

Ageing is one of the major demographic changes affecting the world in the 21<sup>st</sup> Century. It is caused by a combination of falling birth rates and rising longevity.

While there are now over 7 billion people on the planet, birth rates across the world have declined over the last century, but improvements in health, lifestyles and living standards have meant that people are generally living much longer.<sup>1</sup> People aged over 60 are the fastest growing age group and by 2050, over 2 billion people worldwide will live into their seventh decade.<sup>2</sup>

This is something we should celebrate. It is a **triumph** for human social and economic development which now means that of children born in the UK in 2011, 1 in 3 girls and 1 in 4 boys are likely to live to be 100 or more.<sup>3</sup> It is a major achievement and represents a great opportunity for Sheffield with people living longer, healthier lives and able to play key roles in our communities, our society and our economy.

Sheffield already has a larger proportion of older people than most of the major cities in the UK, and in the last 10 years, the number of people aged over 85 in Sheffield increased by **139%**.<sup>4</sup> Over the coming years, that proportion is expected to rise still further with the number of people aged over 85 seeing the greatest increase: there are now 11,800 people in the 85+ age group, but by 2020 this will have increased to 15,000 and by 2030 it will be around 21,000.



Older people are not and never have been a homogeneous group, and will become increasingly diverse over the coming decades. Reflecting changes in the whole of Sheffield's population, future generations of older people will include more BME older people, and more lesbian, gay, bisexual and transgender people. Those classified as 'older' range from people in their 50s to those over 100. Older people both now and in the future will have an important role to play in the economic, social and cultural success of the city. As the statutory retirement age changes, people will have longer

<sup>1</sup> UN (2009) *World Population Ageing*, December 2009, p1

[http://www.un.org/esa/population/publications/WPA2009/WPA2009\\_WorkingPaper.pdf](http://www.un.org/esa/population/publications/WPA2009/WPA2009_WorkingPaper.pdf)

<sup>2</sup> UN (2009) *World Population Ageing*, December 2009, p10

[http://www.un.org/esa/population/publications/WPA2009/WPA2009\\_WorkingPaper.pdf](http://www.un.org/esa/population/publications/WPA2009/WPA2009_WorkingPaper.pdf)

<sup>3</sup> DWP (2011) *Differences in Life Expectancy between those aged 20, 50 and 80 in 2011*,

[http://statistics.dwp.gov.uk/asd/asd1/adhoc\\_analysis/2011/diffs\\_life\\_expectancy\\_20\\_50\\_80.pdf](http://statistics.dwp.gov.uk/asd/asd1/adhoc_analysis/2011/diffs_life_expectancy_20_50_80.pdf)

<sup>4</sup> Sheffield First Partnership (2012) *State of Sheffield 2012*, p7 <https://www.sheffieldfirst.com/key-documents/state-of-sheffield>

working lives, are more likely to have multiple careers and be keen to retrain and gain new skills to remain in employment.

However, with increased longevity comes the increased potential for poorer health and frailty, and currently, the 85+ age group tends to have the highest health and social care needs. For example, dementia rates in the adult population increase dramatically in advanced old age, and currently around one in six people over the age of 80 have dementia (Alzheimer's Society, 2012). There are also significant differences between the least and most deprived groups of older people in Sheffield including significant differences in health and life expectancy.

## A city for all ages: why is it important?

All people are ageing from (or before) birth and therefore, ageing affects everyone. But, **'age' itself is not the issue:** in a diverse city, people's life experiences vary significantly and the impact of some of the city's major challenges, such as poverty, can mean that some communities in Sheffield feel 'older' at very different ages.

When thinking about 'growing older' or 'older people', organisations and society as a whole too often just focus on health and social care issues, suggesting that older people are all dependent on these services. Clearly, this is not the case – in fact, the majority of people in Sheffield enjoy their older years and have very little involvement with Council or NHS care services.<sup>5</sup> People have a huge range of opportunities to have an active, fulfilling life in Sheffield and we want all people in the city to have the same high expectations of what they can do, achieve and contribute throughout life.

As different generations become 'older', expectations, needs, preferences and life experiences will vary considerably. Imagine the different life experiences of an 85 year old person in Sheffield today and someone who will be in their 80s in 30 or 40 years' time. Children, young people and those of working age today will at some point become 'older' and each generation will be different from the next, with differing experiences of accessing and consuming services, using technology and obtaining the products and services they need. Society today is more mobile and people are more likely to travel and less likely to stay in their place of birth than has ever been the case in the past, with the result that families and friends are often dispersed across the country and the world.

[Sheffield's City Strategy](#) sets out our ambition to be an inclusive, sustainable city where all generations are valued and the city's environment, communities and services are protected for future generations to use. We have to be realistic and acknowledge that we are living and working through difficult economic times and for the foreseeable future, public services are going to have significantly less money to spend while the demand for some services is increasing. Sheffield already spends too much money on high end or 'acute' health and social care services such as hospitals, special schools, out of city placements, and children's care homes. Levels of emergency hospital admissions and inappropriate attendances at A&E in Sheffield are significantly higher than the national average and we have longer waiting times for social care assessments than the national average, with a high proportion of assessments taking longer than three months.<sup>6</sup> Similarly, Sheffield

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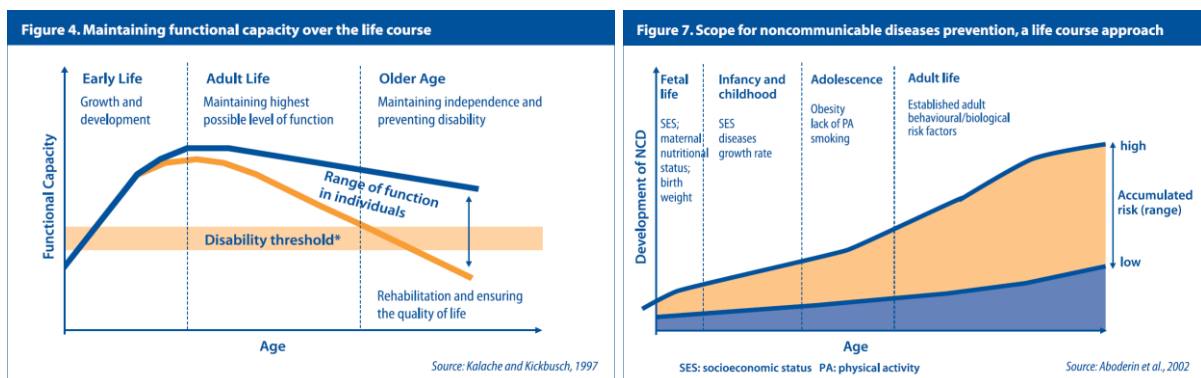
<sup>5</sup> The Audit Commission's report '[Under Pressure: Tackling the Financial Challenge for Councils of an Ageing Population](#)' indicates that nationally, 85% of older people don't use council care services but "they may use other services such as housing, leisure and adult education" which are essential to keep people active, empowered and independent (Audit Commission, 2010). In Sheffield, only 34% of people aged over 85 use social care services.

<sup>6</sup> Sheffield Health and Wellbeing Board (2012) *Joint Health and Wellbeing Strategy 2013-18*, <https://www.sheffield.gov.uk/dms/scc/management/corporate-communications/documents/care-health-wellbeing/health/Joint-Health-and-Wellbeing-Strategy0/Joint%20Health%20and%20Wellbeing%20Strategy.pdf>

already spends an unsustainable amount of money on high level older people's care and support services.

As the population ages, the city will not be able to afford to carry on doing the things we have always done in the way we have always done them. Nobody wants to be ill or spend years needing care and support in later life, and they should not expect to have to do so. Ill health and disability are not inevitable in later life. **Ageing is much more adaptable than people think.** It can be changed, shaped or adjusted by how a person lives their life, the choices they make, the services they access, and the way the surrounding physical, social and economic environment impacts on them. Therefore, problems such as poverty, low incomes, low levels of qualifications, smoking or drinking too much do significantly increase the chances of poor health and wellbeing in later years. But the wider environment also plays a major part in a person's wellbeing so poor quality housing, living in neighbourhoods which feel unsafe or have poor transport connections and no sense of 'community' can lead to loneliness and isolation, and lead to people feeling 'older' than in areas where the environmental quality is better.

Whilst challenging, **this is a major opportunity** because it means that there are things we can do in lots of different areas to reduce the risk of ill-health at all stages of life and increase the chance of people having healthy, fulfilling later years. It also represents a significant opportunity for Sheffield, with people making positive contributions in social, economic, cultural, civic and spiritual life in the city, improving the wellbeing of local communities.



## A city for all ages: what do we need to do?

Our goal is to create an **age-friendly Sheffield** where people age well and maintain the highest possible level of activity, independence and quality of life throughout their life, reducing the potential for long-term ill-health in later years and reducing health inequalities. We want Sheffield to be a World Health Organisation (WHO) **age-friendly city** where decisions are taken for the long-term, are intended to prevent future problems, and take full consideration of the implications for people living in the city both at present and in the future.

As a life-course approach to ageing is affected by everything, there is an obvious danger that this framework risks having to cover everything the city does. This Framework cannot and does not attempt to take account of everything that happens in Sheffield or indeed does not rewrite all existing strategies and plans. It is intended to influence and shape the way that existing and future

<sup>7</sup> World Health Organisation (2002) *Active Ageing: A Policy Framework*, [http://whqlibdoc.who.int/hq/2002/WHO\\_NMH\\_NPH\\_02.8.pdf](http://whqlibdoc.who.int/hq/2002/WHO_NMH_NPH_02.8.pdf)

plans, policies and strategies are implemented to make them smarter. To be an age-friendly city, we need to make better decisions so that actions today and tomorrow enable people to live and age well in Sheffield. We also acknowledge that there can be 'trade-offs' in the way that age-friendly policies are implemented. For example, we want people to be economically active for longer, keeping physically and mentally active but it is often assumed that this can prevent young people from finding work. We want to find the appropriate balance that is right for an age-friendly Sheffield by implementing and encouraging approaches which support the needs of people of all ages.

The city for all ages Framework has three main goals:

1. To **influence and shape decision making** in Sheffield using a clear vision and ten principles which decision makers and organisations should apply to deliver better long-term wellbeing in the city and improve the quality of life for older people in Sheffield today.
2. To **challenge and engage** all individuals, organisations and society as a whole to take a more positive, planned and reasoned approach to lifelong wellbeing and greater health equity based on the knowledge that better wellbeing during life can support a healthier, enjoyable older age. Sheffield should be a positive place to grow up and grow older and the contributions of all generations should be valued in the city's communities.
3. To **implement a delivery plan** shaped by the city for all ages Framework which will aim to make real, tangible differences to the way the city operates. The actions will be prioritised to focus on the things that can make the biggest difference to Sheffield being an age-friendly city.

The ambition to be an age-friendly city is a work in progress. We know it will take time to achieve but we also are not starting from scratch. The Framework complements Sheffield's new draft **Joint Health and Wellbeing Strategy (JHWS)** which has recently been developed by the city's new shadow Health and Wellbeing Board.<sup>8</sup> The JHWS aims to transform health and wellbeing in Sheffield by tackling the root causes of poor health throughout people's lives. The JHWS also aims to deliver a step change in the way health, social care, housing and children's services are provided in Sheffield with a focus on preventing health problems occurring, stopping problems getting worse and supporting people to be independent with access to the services they need in or close to their home.

The a city for all ages Framework shares the ambitions of the JHWS and through the delivery plan, will look to make a real difference to the wellbeing of people of all ages in Sheffield.

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<sup>8</sup> Sheffield Health and Wellbeing Board (2012) *Joint Health and Wellbeing Strategy 2013-18*, <https://www.sheffield.gov.uk/dms/scc/management/corporate-communications/documents/care-health-wellbeing/health/Joint-Health-and-Wellbeing-Strategy0/Joint%20Health%20and%20Wellbeing%20Strategy.pdf>

# Our mission

Our mission is to transform Sheffield into the leading age-friendly city in the UK. In short:

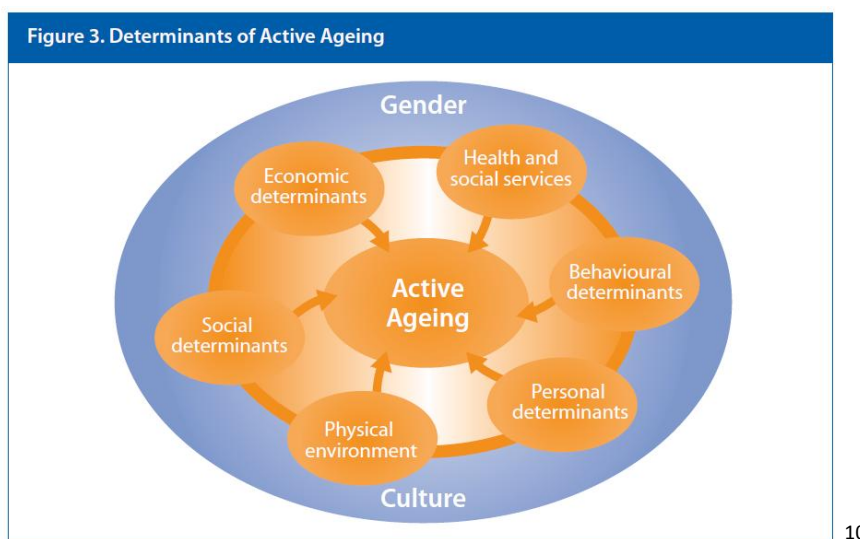
**Sheffield will be a city for all ages in which people live, healthy, active, independent lives, and enjoy everything that the city has to offer.**

It is crucial to establish this vision now and recognise that it is an ambitious but achievable aim for Sheffield. This vision has been agreed by **all** agencies (public, private, and voluntary, community and faith sector) to ensure that Sheffield is a place where people experience a good quality of life, where people are able to be physically and mentally active and play full, valued roles in their communities throughout their lives.

## Active ageing: turning theory into practice

To achieve the vision of making Sheffield a city for all ages we will take an 'active ageing' approach to everything we do. Active ageing is internationally recognised as the best approach to make places age-friendly and help people and communities experience healthy, active lives. The World Health Organisation (WHO) describes active ageing as follows:

Active ageing applies to both individuals and population groups. It allows people to realise their potential for physical, social and mental wellbeing throughout the life course and to participate in society according to their needs, desires and capacities, while providing them with adequate protection, security and care when they require assistance.<sup>9</sup>



Active ageing is about extending healthy years of life, improving quality of life and reducing the time that people spend in poor health or in need of care. It is possible to take actions and decisions which extend healthy and independent years of life but this is a **shared responsibility between people and the city:**

<sup>9</sup> World Health Organisation (2007) *Global Age-friendly Cities: A guide*  
[http://www.who.int/ageing/publications/Global\\_age\\_friendly\\_cities\\_Guide\\_English.pdf](http://www.who.int/ageing/publications/Global_age_friendly_cities_Guide_English.pdf)

<sup>10</sup> Ibid

Active ageing should be a comprehensive strategy to maximise participation and well-being as people age. It should operate simultaneously at the individual (lifestyle), organisational (age management), and societal (policy) levels and at all stages of the life course.<sup>11</sup>

Through this framework and the associated delivery plan, will be working to make active ageing an approach which shapes decision making in Sheffield. The intention of the City for All Ages framework is not to identify lots of new services or policies which need new money. Active ageing is about people and organisations making better decisions and in many ways, if we can make more age-friendly decisions as a city, it is likely we can save money and improve people's quality of life. We will set out some areas where we need to implement new actions but the mission is to use the active ageing concept to change mind-sets to make better decisions which will make Sheffield age-friendly for the long term.

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<sup>11</sup> Walker, A. (2009) 'The Emergence and Application of Active Ageing in Europe' in *The Journal of Aging and Social Policy* Vol. 21, p.86.



# Principles for all ages

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To make Sheffield a city for all ages using an ‘active ageing’ approach, there are a number of values which will underpin everything the city does and that people growing older in Sheffield should expect to see in their interactions with people and organisations in the city.

## Aspiration

People should have high aspirations and expectations about the opportunities available to them throughout their lives in Sheffield. They should expect to play an active role in the community, have fun and enjoy life for as long as possible. People should have a voice and be able to access services which best meet their needs and give them greater control in decisions about meeting their needs. Sheffield’s aspiration for older people living in the city has to catch up and keep up with the aspirations of present and future generations of older people themselves.

## Fairness

Everyone should get a fair chance to succeed in Sheffield. We recognise that some people and communities need extra help to reach their full potential, particularly when they face multiple layers of deprivation. We will provide extra help where it is needed to improve the wellbeing and resilience of local communities. We will ensure a ‘core offer’ of services is available to everyone growing older in the city. Tackling inequality is crucial to increasing fairness and social cohesion, reducing health inequalities, and helping people to have independence and control over their lives. It will underpin all that we do.

## A long-term view

When making decisions as a city, we should look beyond the short term and take a long term view about what is the right thing to do. If we, as a city, make better decisions for the long term now, we can improve the length and quality of life for people growing older in the city. This applies both to people making decisions about their lives and to organisations making decisions which affect people and the city as a whole. Our approach will involve considering the long term economic, social and environmental impacts of our actions on the city and its communities.

## Prevention throughout people’s lives

Part of taking a long term view is to take decisions which are preventative – thus stopping problems arising in the first place. We will, of course, strive to get better at tackling issues but evidence shows that preventing problems from occurring is much better for the individuals and communities concerned and can also reduce costs in the longer term – a preventative approach will also help lead to a fairer city. Prevention is not just applicable in health or care, it can be applied across all areas, including community safety, transport, planning and housing.

## Dignity and respect

Everyone in Sheffield should experience dignity and respect in the city and in any interactions with services. Sheffield City Council has endorsed the Dignity Code for the services it delivers but in an ageing Sheffield, older people should expect to be treated with dignity and respect in all situations by the local community and organisations. Sheffield will celebrate the achievement of people living longer lives by ensuring that older people are valued, included and treated as individuals with consideration for their personal circumstances and needs. This should occur both *within* and

*between* generations as better quality of life in older age is interdependent with the actions and relationships with the wider community.

## **Independence**

The ability of people to look after themselves in their daily lives should be prioritised in the way services are delivered. The majority of people have limited involvement with services but where interventions are needed, they should be delivered with the explicit intention of supporting people to regain the greatest level of independence for their circumstances. Where more intensive care and support is needed, it will be structured around individual needs and aim to maximise independence.

People should be able to make up their own minds and take their own decisions about the things that affect them.

## **A key part to play**

All people in Sheffield should be able to have an influence, get involved and have a say in the things that matter to them and to the city. This includes having access to and taking opportunities to give and share time, expertise and abilities with local communities through volunteering, civic and democratic involvement. Older people have a crucial role to play in the functioning of an age-friendly, resilient city and such activity has positive benefits to individual and community wellbeing and is therefore an important part of active ageing.

## **Working better together**

To create a Sheffield that is a great place to grow up and grow older, there is a responsibility on everyone to do their bit. It is not just about services, it is about individuals, organisations and the city making the right decisions and working together to ensure people have extended, healthy years of life. This means organisations working better together in partnership with local people and other agencies to find solutions together but also means individuals making good decisions to prepare themselves for older age.

## **Cultural diversity**

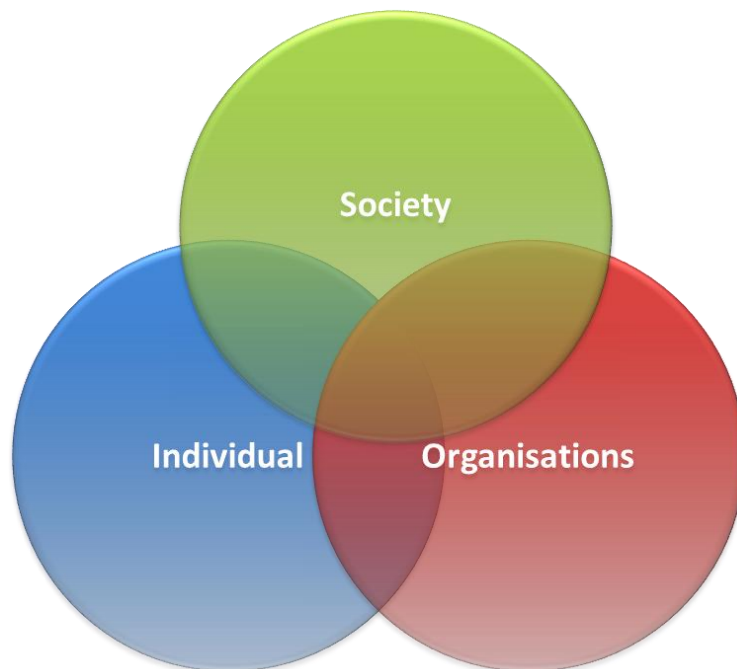
Sheffield will value a diverse population, challenging the traditional stereotypes associated with age and championing the increasingly diverse needs of older people living in Sheffield.

# A shared responsibility

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As ageing affects us all we all have a role and a responsibility in making Sheffield a better place to live. Studies have shown that the environments in which people live and the choices they make during their lives have the greatest impact on quality of life in older age rather than genes or loss of physical or mental ability in older age. Therefore, people can have longer lives with less ill-health in later years by making good decisions and taking steps throughout life to prepare for being older. But this is not just about individuals: to be effective, it is something that needs to be done jointly with society and the organisations that work within the city which need to empower and support the independence of people whilst challenging ageism and breaking barriers to active ageing.<sup>12 13</sup>

Having healthier, independent and active people in Sheffield is a good thing for everyone. **For individuals**, it means that they are more likely to feel well for longer with reduced years of ill-health and are able to make full use of their lives to do the things they want to do. **For the city**, it means that there are resilient, positive, active people who can play a vital role in their families, their communities and the city's economic, cultural, political and social life. **For organisations and services**, it means delivering services which in every possible instance ensure the extension of independence and wellbeing including flexible and preventative interventions thereby reducing dependence on services and focusing more intensive support on those who need it most.



We all have a shared responsibility as a city to do the things which are both best for ourselves but also best for the wellbeing and sustainability of city as a whole. The table below identifies examples of the responsible things the city can do to be more age-friendly.

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<sup>12</sup> World Health Organisation (2002) *Active Ageing: A Policy Framework*, [http://whqlibdoc.who.int/hq/2002/WHO\\_NMH\\_NPH\\_02.8.pdf](http://whqlibdoc.who.int/hq/2002/WHO_NMH_NPH_02.8.pdf)

<sup>13</sup> Walker, A. J. (2012) *Active Ageing: Sheffield First Rethinking Age*

## Individuals

There are things which individuals can do to improve their wellbeing through the different stages of life and improve their quality of life in older age. These include:

### **Pre-birth** – *good antenatal wellbeing for mothers and babies*

- Accessing high quality antenatal care
- Taking health and wellbeing choices to support unborn children

### **Younger years** – *getting the best possible start in life*

- Making the most of school and getting a good education to maximise life chances and understand that learning should be lifelong
- Understanding that ageing is lifelong
- Understanding the importance of living as healthily as possible and the health dangers of risky lifestyle choices (smoking, drinking)
- Being educated about the importance of older people to communities and the city and the negative impact of age discrimination

### **Working age** – *managing your own ageing*

- Continuing to learn after formal education has ended
- Saving and setting up a pension to financially prepare for later life
- Being an active citizen, taking cultural, social and spiritual opportunities to be involved in the life of communities and the city
- Making good health choices, being physically and mentally active and accessing health services quickly with health concerns
- Have a structured, gradual approach to retirement
- If a manager or business person, encourage flexible retirement for staff, encourage retraining and tackle barriers to employees remaining in work for longer.

### **Retirement (or semi-retirement)** – *continuing activity and taking new opportunities*

- Maintaining and maximising health and independence by being as physically and mentally active as possible
- Taking new opportunities to be an active citizen, mixing community activity, family commitments and leisure
- Planning and where necessary, investing to ensure that housing, transport and other key elements of life support needs in older age

### **Older years** – *supporting independence and maximising activity*

- Maintaining physical and mental activity to the greatest degree possible
- Taking opportunities to participate, learn and contribute to communities
- Where additional help, care and support is needed, ensuring independence is maintained to the greatest degree possible, limiting dependency and making full use of technology and personalised services
- Where more acute care is needed, it is crucial that people are supported to be active and have fulfilling lives.

## Organisations

Organisations in Sheffield have a key responsibility to shape the environment in which people live and work to make the city age-friendly. This should include:

- Age-proof decision making and policy development in Sheffield, using the city for all ages policy framework to shape decisions
- Creating opportunities for people of all ages to engage in decision making and take active roles in their communities
- Developing and maintaining open, inclusive, attractive urban and other public spaces which are accessible to all with appropriate facilities and infrastructure (toilets, seating, dropped kerbs).
- Supporting the development of neighbourhoods and communities for all ages including diverse, safe and sustainable housing which is appropriate for people's needs
- Limiting dependency on acute health and care services by prioritising independence, reablement and individual autonomy in service delivery
- Tackling poverty and inequality which severely impact on the wellbeing of too many people in Sheffield
- Actively promoting public health, better wellbeing and the tackling of health inequalities
- Enabling people to get around and be involved in what the city has to offer through available, affordable, seamless public transport
- Combating age discrimination in all walks of life
- Promoting and supporting employment, lifelong learning, retraining and flexible opportunities for older people to play an active role in a thriving Sheffield economy
- Delivering affordable, accessible, high quality health and care services for those that need it

## Society

If Sheffield is to be an age-friendly city, there must be a significant shift in how we all think about ageing and how older people are valued in our communities.

- Be aware of older people and value the role older people play in the life of the city
- Value and listen to the views of older people
- Encourage full participation of people of all ages in cultural and social life with integrated and intergenerational events, activities and opportunities for all
- Confront and challenge ageism and inspire positive perceptions of older people
- Understand and celebrate the diversity of Sheffield's communities and the diversity of older people in the city
- Encourage positive contributions of older people through volunteering, civic and democratic involvement opportunities.

# How do we become a city for all ages?

Sheffield's approach to ageing aims for better preparation for older age throughout life so that ageing is considered in everything that happens in the city.

We will focus on **five priority themes** which will support active ageing and improve the experience of people living and ageing in the city. These theme areas have been developed following consultation with Sheffielders over the last year, starting with a major survey which asked a random sample of people of all ages questions about growing older in the city in order to understand the issues which most concern people and what people aspire to in their older age. People said that their main priorities for their later years (in addition to good health) were having enough money to get by; being able to live independently in their own home; being active; able to travel; able to get around to see family and friends; and that safe, physical and social neighbourhood environments were important.

We then built upon this evidence by talking to people through a range of events and forums, asking further questions and checking whether we were focusing on the right things. Based on everything people have told us, we've identified five key themes for the Framework to look at:

## Five key themes:

- **Where I live**
- **Part of the community**
- **Finance, employment and learning for life**
- **Better health and wellbeing**
- **Excellent care and support**<sup>14</sup>



## Where I live

The physical environment in which people live, work and enjoy life has a major impact on the wellbeing people. Things such as housing, transport and the streets and neighbourhoods in the city should support people to have active, healthy lives and enable people to do the things they want to do.

This is an area where organisations in the city have a major role to play and we will work with the relevant partners to shape the physical environment to create an age-friendly city made up of 'Lifetime Neighbourhoods'. Most of the things we need to do to create an age-friendly environment support the needs of people of all ages – for example high streets with good quality, clean pavements; clear signage; good street lighting; accessible toilets; and enough well-placed seating are good for people of all ages.

We also need to ensure that the housing and transport offer in the city support the long-term needs of communities.

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<sup>14</sup> 'Flower' diagram - World Health Organisation (2007) *Global Age-friendly Cities: A guide*  
[http://www.who.int/ageing/publications/Global\\_age\\_friendly\\_cities\\_Guide\\_English.pdf](http://www.who.int/ageing/publications/Global_age_friendly_cities_Guide_English.pdf)

## Things we want to do

### Transport

- Improve bus service quality:
  - consistent and reliable
  - affordable
  - structured around the needs of the city and residents, including reaching key services
  - service changes are consulted upon and citizens are informed of changes
  - integrated transport options within the city
  - public transport employees champion age-friendly services supporting all customers to use services safely.
- Improve transport accessibility:
  - vehicle accessibility (low floors etc)
  - bus/tram stops designed to enable vehicles to pull up to the curb reducing step/tripping hazards
  - vehicles have clear signage (destination, service etc)
- Parking is available in and around the city's centres and services with designated spaces for disabled people
- Increase reliability of Community Transport
- Improve safety on public transport in the city
- Increase the number of cycle and walking routes

### Housing

- Enable access to 'appropriate' housing:
  - people have access to home which support their long term needs
  - homes are adaptable to enable people to remain in their own home even when experiencing poorer health or frailty
  - reform lettings policy to improve accessibility to social housing and support diverse, 'lifetime communities'.
- Increase and improve support available to people to help them stay independent in their own homes
- New homes are 'lifetime homes' which are adaptable and meet the needs of all generations of residents (eg. door frames wide enough for prams and wheelchairs)
- Widen the choice of housing
- 'Help younger people access housing
- Increase use of equipment and adaptations based on what best meet needs of person
- Improve conditions in private rented sector housing
- Improve the environmental sustainability and energy efficiency of housing in the city
- Improve understanding of housing needs of BME community (particularly as low take-up of sheltered and extra care housing in BME community)
- Increase satisfaction with landlords

### Street environment

- Improve road environment:
  - improve road surface quality
  - age-friendly design with appropriately placed crossings options (including traffic light crossings with timings long enough to cross the road and visual and audio signals)
- Improve pavement quality:
  - reduce the potential for slips, trips and falls
  - kept clear of obstructions and are wide enough for prams and wheelchairs
  - kept clean of litter and hazards
  - appropriately placed drop curbs
- Improve street lighting to increase safety and visibility
- Provide well-maintained, regular and appropriately placed street furniture (especially seating)
- Improve physical accessibility of the city's buildings, facilities services and shops:
  - step and ramp access
  - appropriately placed handrails, stairs, escalators, lifts etc to help people get around the building
  - clear signage in all public buildings
- Improve access to public toilets in local centres, the city centre and public spaces
- Ensure communities have a fair access to high quality, well-maintained and safe greenspaces
- Create dementia friendly communities (dementia proofing communities and neighbourhoods is good for all the population)

## Part of the community

An essential part of active ageing is that people in Sheffield should both feel able to participate in the life of communities and recognise that being an active citizen throughout life can have significant physical and mental wellbeing benefits that are vital to the wellbeing of communities.

This is about supporting people to feel able to go out and participate in communities by helping people feel safer when out and about in their local areas. It is also about individuals taking opportunities to contribute to their local communities through volunteering, participating in decision-making and playing a role in local democracy.

As part of this, we want Sheffield to be a place that respects people of all ages, challenges the outdated stereotypes of 'old people' and 'young people' and tackles the ageism that exists in society.

### Things we want to do

#### Community safety

- Reduce the fear of crime and ASB amongst older and younger people
- Improve home security

#### Community facilities

- Focus on the needs of all people:
  - promoted to encourage community involvement
  - designed and delivered by and with local people

#### Respect and social inclusion

- Tackle ageism and value contributions of people in the city:
  - lack of trust and negative perceptions of younger people
  - perceived lack of respect for older people by younger people
  - challenge traditional stereotypes of 'older people' ('road sign' image of 'elderly')
  - Sheffield should be a city that values people and values older people

#### Access to information

- Balance in communication methods with information tailored to the needs of communities

#### Digital inclusion

- improve communication through IT
- intergenerational opportunities for young to teach old
- Wi-Fi in care homes

#### Active citizenship

- Opportunities to participate, engage and contribute are encouraged and supported across the lifecourse:
  - people's skills and talents are valued by communities
  - people are consulted and engaged in decision-making
  - volunteering opportunities enable people to contribute physically and mentally to their communities
  - opportunities for intergenerational engagement



## Finance, employment and learning for life

The economic wellbeing of people is vital to support active ageing because not only does employment provide people with an income, it also enables them to be physically and mentally active. With the abolition of default retirement at 65 and the increase in the state pension age over the coming years, people will be able to choose to stay in work for longer. We want to work with employers to tackle ageism in the workplace, encouraging the development of flexible retirement and retraining opportunities as people age. Through the Health and Wellbeing Board and Sheffield's Employment and Skills Partnership, we will deliver a Health and Work Plan for the city to tackle the health issues associated with employment and unemployment.

Individuals also have a key role in improving their own economic wellbeing to improve their quality of life. In addition to getting a good education at school, college or university, it is important that people keep mentally active throughout life, accessing adult education and training opportunities both for employment and enjoyment.

Where possible, people should financially prepare for retirement and older age through savings and pensions. Throughout the consultation work, Sheffields told us that having enough money to have a good quality of life in older age is one of the things that most worries them about growing old. Sheffield is a city that already experiences a significant level of inequality and poverty which has a profound impact on people's physical and mental health and ultimately, their experience in older age.

Sheffield has established a [Fairness Commission](#) which has looked at the nature, extent, causes and impact of inequalities in the city and is developing recommendations for tackling them. In addition, the City Council has a focus on Tackling Poverty and Increasing Social Justice in Sheffield, with the intention of supporting the needs of those experiencing poverty in the city.

### Lifelong learning

- People are encouraged to continue learning, training and being mentally active throughout life:
  - improved participation in education and training across all ages
  - retraining opportunities supported
  - learning for enjoyment is encouraged
  - skills transfer and intergenerational opportunities

### Incomes and savings

- Increase incomes of people in Sheffield, particularly those on the lowest incomes
- Promote and encourage pensions

### Employment

- People are supported to be employed throughout life:
  - people have access to jobs with good incomes and work in safe environments
  - people out of work due to health issues are supported to find appropriate work
  - People have access to workplace learning opportunities to continue learning and skill enhancement throughout life
  - businesses value the expertise of experienced employees
  - businesses offer flexible opportunities for older workers (part time, retraining etc) to ensure retirement is a choice rather than mandatory

### Welfare

- Improved uptake and access to welfare entitlements (raising awareness)

## Better health and wellbeing

Sheffield's Health and Wellbeing Board has set out its mission in the Joint Health and Wellbeing Strategy JHWS to transform health and wellbeing in the city by:

- Tackling the main reasons why people become ill or unwell and in doing so reduce health inequalities in the city
- Putting people at the centre of services – services should be there to best meet the needs of people, not the organisations that provide them
- Valuing independence – stronger primary care, community-based services and community health interventions will help people remain independent and stay at or close to home
- Ensuring that all services are high quality and value for money

The city for all ages policy framework will help to achieve the aspirations set out in the JHWS, supporting people to live healthier lives and improve their wellbeing in older age.

### **A healthy city is a successful city**

- Tackling the wider determinants of ill-health, particularly poverty, inequality, improving educational attainment, employment and quality of life of communities

### **Health inequalities are reducing**

- targeted interventions to improve outcomes of disadvantaged children and adults in the city

### **The health and wellbeing system in Sheffield is affordable, innovative and delivers excellent value for money**

- care and support is provided at or as close to home as is possible with the amount of hospital and residential care reducing.

### **Health and wellbeing of people in Sheffield is improving all the time**

- improve children's health, reduced childhood obesity, reduced child poverty, improved child and parent wellbeing
- reduce poverty
- reduce smoking prevalence, alcohol consumption, obesity, poor diets and increase physical activity
- improve mental health and wellbeing
- increasing physical and mental activity at all stages of life
- improve housing stock quality in Sheffield

### **People can get health, social care, children's and housing services when they need them, and they're the sort of services they need and want**

- people get care and support at or as close to home as possible and can carry on with their lives as far as is possible

## Excellent care and support

Whilst only around 12% of people over 65 use Sheffield's social care services, it is a reality that some people will need extra care and support in their later years. The main intention of this framework is to create a Sheffield-wide approach which will improve people's wellbeing throughout life but particularly in older years. We know people don't want to have to rely on social care and health services when they get older but we need to start to take steps now.

When people do need care and support services, Sheffield's will be of a high quality and will use the principles set out in this framework to ensure that people receive services which aim to maintain as much independence as possible, give people the choice over the services they use and to the greatest extent possible, enable people to carry on their lives, doing the things they enjoy.

Even if people are frailer in older years, active ageing is still vital and people will be supported to participate mentally and physically in the social, cultural, spiritual and political life of the city.

### Care and support

- Reduce the demand for acute hospital and residential care by:
  - helping people to stay in their own home with appropriate support, equipment and adaptations
  - emphasis on prevention and early intervention to stop problems getting worse or stop them occurring in the first place
  - improve primary care and community level services
- Increased use of personal budgets (supported by information)
  - reablement and rehabilitation
- Increase the use of Self Directed Support to enable people who need care and support to access the right services which help them do the things they enjoy
- Better information of care options available to all care users
- Better quality care homes with services which enable people to maximise their wellbeing and to the greatest extent, do the things that they enjoy doing

# Consultation and next steps

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This Framework is about the future of Sheffield. It is about people who grow up and grow older in Sheffield having independent, active and fulfilling lives; it is about organisations focusing on prevention, making decisions for the long term and delivering affordable services which meet individual needs; and it is about Sheffield becoming an age-friendly city that celebrates, supports and provides great opportunities for all older people.

Here's what we're going to do to start making a difference and creating **a city for all ages**.

## The city for all ages delivery plan

We have outlined five key themes and some specific actions under each which will make steps towards making Sheffield a city for all ages. This has been created based on the views of Sheffielders and informed by some of the leading academic and scientific research into population ageing.

We now need to consult and work with the organisations who can make the actions against these themes happen. Over the coming months, we will identify the best ways to achieve our ambitions and identify the specific actions we can do as a city.

We will also work with the [WHO](#) to become a recognised 'age-friendly city'.

## The city for all ages board

If we are to become an age-friendly city, we will need strong leadership to champion the city for all ages framework and challenge people and organisations in Sheffield to think differently about ageing.

We have established a city-level Board chaired by [Professor Alan Walker](#), an international lead in the study of ageing, social policy and social gerontology. The Board includes two Sheffield City Council Cabinet Members, Directors from Sheffield City Council, public sector partners from Sheffield First Partnership and a GP from Sheffield's Health and Wellbeing Board. Following the consultation, when we are clearer on the specific actions we will deliver as a city, we shall identify if any other key partners need to join the Board. It is the Board's responsibility to oversee the city's work on ageing and work with the relevant organisations in the city to deliver our priorities.

## The city for all ages reference group

We will establish a group of local people and community organisations to challenge the Board to deliver its objectives and ambitions. It is vital the people of all ages are able to participate and challenge the city to be more age-friendly check that we are still focusing on the right things.

## Understanding ageing – checking our progress

Over the coming months, we will develop an innovative tool to assess our progress towards becoming an age-friendly city and identify new issues which should be tackled.