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Place-Age

**Place-making With Older Adults:
Towards Age-friendly Communities**



ABOUT THE PROJECT

'Age-friendly communities' are those that have policies, services and structures that enable older people to 'age actively' - that is, live in good security, enjoy good health and continue to participate fully in society.

The Place-Making with Older Adults: Towards Age-Friendly Communities (PLACEAGE) project (2016-19) has been undertaking research to explore how older adults experience ageing across different neighbourhoods and to identify implications for the delivery of Age-Friendly Cities and Communities.

Place-Age

Place-making With Older Adults: Towards Age-friendly Communities



TABLE OF CONTENTS

- 7** INTRODUCTION: PLACE-AGE IN THE UK
- 14** AGE-FRIENDLY POLICY AND PRACTICE GUIDELINES AND RECOMMENDATIONS
- 29** PLACE-AGE IN EDINBURGH
- 81** PLACE-AGE IN GLASGOW
- 133** PLACE-AGE IN MANCHESTER

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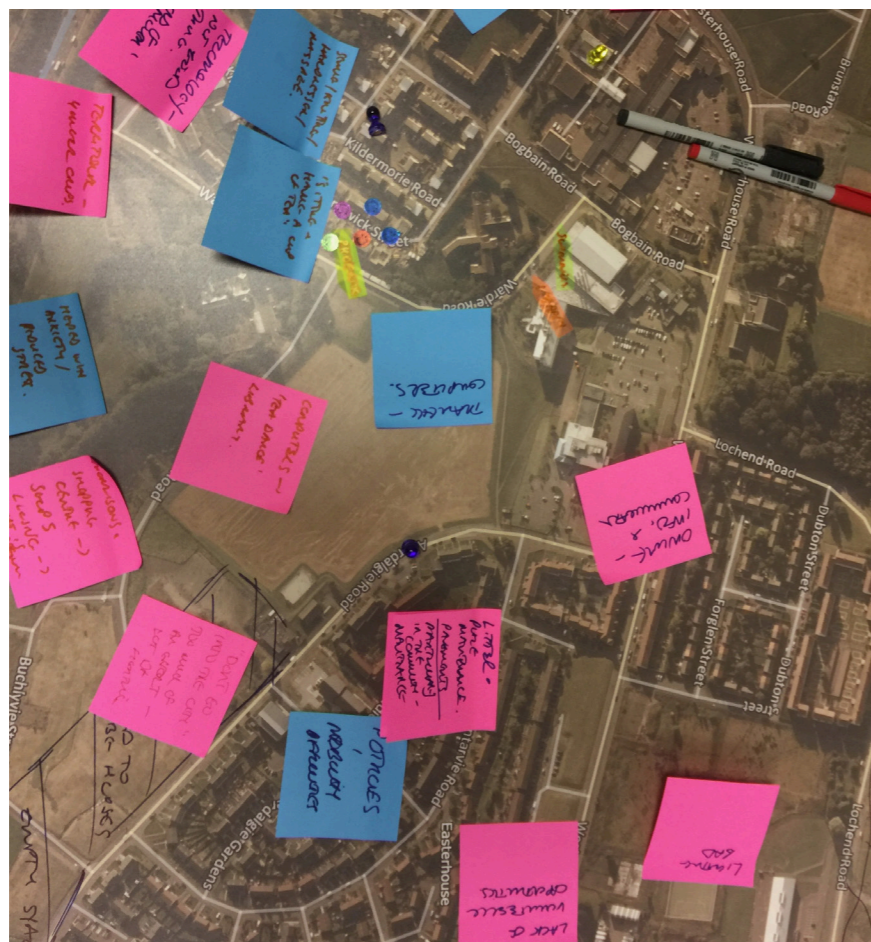


INTRODUCTION

PLACE-AGE IN THE UK



EASTERHOUSE, GLASGOW



EASTERHOUSE, GLASGOW

WHAT IS THE PROJECT ABOUT?

'Age-friendly communities' are those that have policies, services and structures that enable older people to 'age actively' - that is, live in good security, enjoy good health and continue to participate fully in society.

The Place-Making with Older Adults: Towards Age-Friendly Communities (PLACEAGE) project (2016-19) has been undertaking research to explore how older adults experience ageing across diverse urban, social and cultural contexts and to identify implications for the delivery of Age-Friendly Cities and Communities.

The research is being conducted in three cities and nine neighbourhoods in the UK: Manchester (Baguley, Rusholme and Didsbury); Edinburgh (Craigmillar, Leith and Morningside) and Glasgow (Partick, Govanhill and Easterhouse).

At the same time, similar research is being undertaken in three cities in Brazil (Pelotas, Brasilia and Belo Horizonte) which will provide an understanding of how older adults experience ageing-in-place across different national contexts.

WHAT DO WE WANT TO KNOW?

Place-Making with Older Adults: Towards Age-Friendly Cities and Communities (PLACEAGE) is a 3 year ESRC funded project that addresses three specific research questions:

- i. How is sense of place experienced by older adults from diverse urban neighbourhoods?
- ii. What services, amenities and features are needed to create age friendly communities that promote healthy cities and active ageing in different urban, social and cultural contexts?
- iii. How can communities be designed to better integrate the sense of place needs of older adults across different urban and cultural contexts?

WHAT WE DID

The research questions were addressed in three stages:

In **stage 1** (May 2016-September 2017), the research collected over 540 surveys, 180 semi-structured interviews, 120 walking interviews and 60 photo diaries with older adults living across the UK and Brazil. In the interviews, we spoke to people face to face about their experiences of living in the community. For the walking interviews, we asked people to take us on a typical journey around the community, highlighting things they liked and disliked about where they lived. In the photo diaries we asked residents to collect their own photographs to document their everyday lives in the neighbourhood.

In **stage 2** (September 2017-August 2018), over 18 community mapping workshops with older adults were undertaken with the aim of engaging in collective discussion on age-friendly communities, identifying barriers and opportunities to ageing well in the community. This was followed by 18 'knowledge café', round table-style discussions with older adults

and key stakeholders to identify gaps in service provision and explore recommendations for future service delivery. Over 500 older adults, policymakers and practitioners were involved in stage 2 across the UK and Brazil.

In stage 3 (August 2018-September 2019) we translated the findings from stages 1-2 of the project into local recommendations for the neighbourhoods and cities we worked in, and national policy and practice guidelines for developing age-friendly urban environments which accommodate both the need for independence and mobility whilst encouraging social participation and engagement. To achieve this, we organised neighbourhood exhibitions in each of the case study neighbourhoods to present the findings and gather feedback from local residents. This information was then used to develop a final set of recommendations for each neighbourhood and city, and national guidelines, which are presented in this book.



CRAIGMILLAR, EDINBURGH



EASTERHOUSE, GLASGOW



BAGULEY, MANCHESTER

THE PURPOSE OF THIS BOOK

The purpose of this book is to:

- To present and showcase the themes emerging from the research through the different stages outlined above, presenting the voices of local residents.
- To present a series of guidelines and recommendations for working towards age-friendly cities which were identified through stages 1-3 of the research.

The book first presents the policy and practice guidelines we think are of relevance nationally, structured according to the key themes that have emerged across our case studies. It then presents key findings and recommendations for each of the cities that participated in the research, again structured according to the main themes identified in each city, as well as neighbourhood-specific findings and recommendations. The

city- and neighbourhood-specific findings and recommendations are intended not only for use by policy makers and practitioners in these particular places, but also by users of this book elsewhere who may want to see examples of how the general guidelines given in the first part of the book can be made relevant to specific contexts.

This book contains photographs and comments from local residents of their experiences of living across different urban contexts in the UK. These represent a small sample of the data we collected across the project. We obtained full consent for the reproduction of images and quotations used in the research. We acknowledge the contribution that participants made to the research and the time people dedicated to their involvement in the work.

AGE-FRIENDLY CITIES AND COMMUNITIES

Ageing populations have created challenges in how to best design urban environments that support and promote everyday social engagement and healthy urban living for older people. The ageing-in-place agenda has become a key driver in redefining policy for older people. This suggests the preferred environment to age is in the community, as long as people can remain active, engaged, socially connected and independent. Yet successful ageing in place is dependent on older adults having the place-based supports for social participation, mobility and active living.

The resident perspectives presented in this book provide an insight into some of the challenges and opportunities of ageing across different neighbourhood contexts. Whilst common themes emerged from the work, the interpretation of those themes, together with specific priorities, often differed across the neighbourhoods revealing the relationship between ageing and the

urban environment to be nuanced and complex. Understanding these experiences is important if we are to develop interventions and solutions at city and community levels.

The design of age-friendly cities and communities requires integrating a sense of place which is broader than the delivery of physical and material interventions, and includes access to supports for active participation, opportunities to build and sustain social networks, and assuming a meaningful role in the community.

We hope that this book will act as a resource for residents, service providers, policymakers and practitioners to use to help inform, develop and design interventions around age-friendly neighbourhoods. This work is also part of a continued programme of work on age-friendly cities which aims to impact policy and practice in the area with the intention to support older adults to age well across different urban, social and cultural contexts.



BAGULEY, MANCHESTER



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those organisations), policy makers and practitioners who have assisted us in the research.

The work is supported by the Economic and Social Research Council [grant number ES/N013220/1].

**AGE-FRIENDLY
POLICY AND
PRACTICE
GUIDELINES AND
RECOMMENDATIONS**



HOW THE POLICY AND PRACTICE GUIDELINES AND RECOMMENDATIONS WERE DEVELOPED

Ageing and urbanisation are two dominant trends affecting society. By 2050, 89% of the UK's population will live in cities and 24% will be aged over 65. Whilst urban environments offer potential benefits – e.g. access to transport and amenities – they can also be places where ageing people feel vulnerable. Inequalities (social and spatial) and inequities in terms of access to supports have created insecurities for older people living in urban environments in the UK. Policies and interventions aimed at creating age-friendly urban places have in common an intention to support older adults to live actively and participate fully in their communities. To address this, a range of guidelines exists – e.g. on how to design outdoors spaces – but focusing on areas of intervention in isolation is unlikely to create a meaningful environment to age in. We therefore undertook work to develop a more holistic place-making framework to support older adults.

The PLACE-AGE project explored how we can develop urban environments that can best support sense of place amongst older adults living in diverse urban areas. By sense of place we mean the supports needed to enable older adults to feel valued in their community, to develop a sense of belonging in old age, to enable a sense of identity (sense of self in relation to others) and to develop a sense of place attachment (to people and places).

We are responding to what we feel is a lack of case study evidence on the one hand and the lack of in-depth understanding around variability and nuance within communities in terms of how older adults experience their everyday lives. Thus, whilst we present a series of national guidelines in this section, these should be seen as part of a 'nested' set of recommendations including priorities at the city and community levels. We have provided more nuance in the later sections of this book, with more information on what emerged from the case study cities and communities themselves. Our approach to the research was thus to inform city and national-level guidance for practice and policy, working upwards from each case study community. On the one hand we want to recognise the importance of communities (and the differences between them), whilst recognising the need to inform a national agenda which works across a number of different policy and practice areas.

This document therefore outlines the policy and practice guidelines and recommendations emerging from the work. The evidence is founded on a rich set of quantitative and qualitative data, drawing upon interactions with case study communities, through which we have captured the experiences of older adults. In doing so, we recognise we have not reached everyone and not all may agree with the findings and recommendations we have made. We also recognise that there are points of similarity and difference with existing policy guidance, which we expected, and our contribution in this respect is to connect these across different policy areas.

BACKGROUND TO THE GUIDELINES AND RECOMMENDATIONS

Prior to presenting the guidelines and recommendations from the PLACE AGE research, some overall considerations in respect of policy and practice intervention are necessary. Wrapping around all the dimensions presented in this report is the need to understand age-friendly cities through an integrated and co-ordinated policy and practice framework, which is the overarching recommendation from this work. In the lives of older adults, it was not possible to disconnect housing from transport and outdoor spaces, as they all combined in inter-related and overlapping ways in the lives of older people to affect their sense of belonging, identity and attachment to community. Ageing well in place is experienced across a range of environments and, for this reason, it was important to understand 'transitions' in the lives of older adults – e.g. between leaving the home, navigating the community and negotiating access to a community centre – as having an influence on perceived age-friendliness. Along the way, various opportunities and challenges were observed in the context of ageing in the community.

Linked to this, all approaches to the delivery of age-friendly communities need to recognise that interventions cut across different service landscapes. Individual interventions – e.g. fixing a barrier outdoors such as a poorly maintained pavement – are unlikely to create a meaningful environment to age in, if there are no supports in the community people to go to.

Similarly, we will not create optimum environments for ageing by necessarily building more physical assets within communities, such as community centres, if people are unable to leave their home. In the communities we worked with, we found plenty for older adults 'to do' but various barriers to negotiating access, e.g. anxiety around accessing already established forms of social participation. Moreover, we need to see beyond the physical and material landscape to really develop meaningful environments, e.g. a bench might be seen as a piece of street furniture but also as a place to rest and sit and/or as an opportunity for social engagement and interaction. Thus interventions must be seen within the broader context of enabling place-making. Physical interventions have broader individual, social and community well-being outcomes that we need to map and integrate into service provision. At the same time, whilst we have proposed guidelines and recommendations across a number of key areas, these are in no way exhaustive and some issues are cross-cutting – e.g. being informed and aware about opportunities for social participation, being kept aware of changes in the local community.

More broadly, we need to challenge the assumptions around ageing which have dominated a lot of programmes and activities designed for older adults. There has been a tendency to homogenise old age and make assumptions about what is 'good' for older people. As a result, the types of interventions on offer, have failed to address differences in ageing across different genders, age cohorts, ethnicity and levels of deprivation. This homogenisation of old age has also tended to lead

to the roll out of formal activities in communities which older adults do not always want to do. Understanding the diverse requirements of communities is important if we are to create environments which are inclusive of all. In doing so, there was a strong desire for specific types of communities which did not stigmatise older adults as 'another' group, as can often happen through the language we use in delivering programmes and services. There were also myths that older adults were keen to challenge within the research, e.g. the assumption that engagement can only be achieved through formal activities within the community. The forms of participation we found people valued were very nuanced - e.g. doing for others in the community, watching community life through the window - and activities undertaken alone were also considered meaningful in this regard, such as gardening and reading.

Finally, we found a strong desire amongst older adults for them to

be more actively involved in the age-friendly communities and cities agenda. Whilst involvement in resident boards and other formal types of engagement, are important for bringing about change, many older adults still feel they do not have a voice in the decision-making process within their communities and cities, and where people want to make a significant contribution to their local area. To some, this was seen as a central 'right' to the city for older adults in terms of formulating an agenda where people's experiences and views are listened to and help inform change. This is becoming even more central in the context of changing communities, as forms of regeneration have often physically transformed communities, but where older adults have often been excluded. Thus, building on the resources and capacities within communities needs to be central to defining a more inclusive age-friendly communities and cities agenda.

PHOTO?

THE GUIDELINES

THEME 1: NAVIGATING OUTDOOR SPACES

Navigating outdoor spaces was complex for a number of older adults, for whom travelling the short distance to undertake everyday activities and tasks was difficult. Whilst a number of communities had various assets (which when mapped made for what appeared to be an age-friendly community), getting to those facilities was difficult, thus undermining the idea of age-friendliness. For many, journeying around the community was an experience that filled them with anxiety and required a great deal of advance planning. Challenges to moving around outdoors were particularly difficult for those with mobility and cognitive difficulties, for whom wayfinding, signage and legibility of the built environment was often confusing. The absence of crossing places, places to sit, public toilets, bus shelters, were also identified as key challenges for older adults. Ongoing disruptions such as unplanned roadworks, impacted on older adults significantly. Issues with public transport created problems in getting to the places where people needed to go, such as hospital and GP appointments, thus undermining health and well-being. Infrequent and often uncomfortable public transport and reduction in free door to door services were key issues. What might appear as 'physical barriers' also impacted on older adults' ability to build connections within the

community while navigating outdoor spaces, impeding the exchange of everyday civilities with other members of the community which is vital to building a sense of familiarity within the community. Linked to levels of satisfaction with the neighbourhood, were levels of place maintenance, particularly in the winter, when fall hazards prevent people from going outdoors. There was also a fear of using outdoor spaces, particularly in the evening, stemming from a fear of crime and perceived vulnerabilities in using urban space. In connecting people to outdoor spaces, green spaces could provide significant benefits in old age, connecting people to nature and improving both physical and mental well-being. Yet green spaces were not always usable or programmed in terms of events and activities to draw older adults in.

THEME 1 GUIDELINES

- **WALKABLE CONNECTED NEIGHBOURHOODS:** Deliver walkable neighbourhoods for older adults which address wayfinding security and safety, place maintenance and barrier-free access. Ensure opportunities for 'dwelling' and 'sitting'. Examples include 'micro-spaces' within the community where social engagement can happen, such as 'chatty coffee' (table in a café where customers can sit if they are happy to talk to other customers) or 'yellow bench' (benches where people can sit for conversation with others).

- **AGE-FRIENDLY PUBLIC TRANSPORT:** Ensure communities are designed so older adults can reach key destinations, with transport interventions (such as well positioned stops) that are co-ordinated with outdoor spaces and the provision of older people's services.
- **PLACE MAINTENANCE:** Implement a long-term policy approach to place maintenance. Ensure outdoor spaces provide barrier-free access to the community for older adults, investing in place maintenance programmes that remove hazards such as litter, ice and leaves, and barriers such as rubbish bins. Build local capacity to help support this, e.g. through adequate resourcing of community organisations.
- **FEELING SAFE AND SECURE:** Develop an integrated approach to addressing crime. Combine design interventions, such as increased public lighting, with initiatives to reduce fear of crime by challenging negative perceptions amongst older adults, and support those who feel vulnerable, e.g. through ensuring befriending supports are in place to help navigate unsafe environments.
- **GREEN SPACES FOR WELL-BEING:** Ensure a comprehensive green agenda for each neighbourhood which focuses on designing and implementing activities and programmes (e.g. fitness walks, history walks, social events) that encourage people to get outdoors and use green space.
- **NAVIGATING THE COMMUNITY:** Implement low-cost initiatives to support older adults in communities. Examples include

expanding 'take a seat' initiatives in partnership with local shops and community groups; preparing a directory of age-friendly shops; producing a map of available toilets/washrooms; and creating and distributing an area-by-area mapping of the community to identify the location of services and facilities for older adults.

THEME 2: HOUSING, HOME AND AGEING-IN-PLACE

The home is a place of belonging, important in older adults' sense of identity and in increasing feelings of safety and security. To many, the home was a source of positive memories, a location for developing and sustaining social networks and where community supports can be accessed. Yet the home can be a vulnerable environment, compromising the basic supports to enable ageing in place. There were specific anxieties around leaving the home which were often connected to barriers in terms of outdoor spaces and lack of surety in moving around on public transport. Many felt there was a lack of housing options and choice (in terms of when and where they could move to), with some reporting being 'trapped' in their own homes. To others, there was a lack of quality in the delivery of formal supports (e.g. homecare), whilst many needed support for 'softer' interventions (e.g. assistance with home maintenance such as gardening or changing a lightbulb). Many felt housing interventions needed to be more creative, such as

providing the ability to divide up larger properties to release equity in the property, alongside ensuring housing supports were in place to remain in the community (based on rightsizing rather than downsizing). Supported living had the potential to offer enabling environments to those that lived in them (e.g. offering communal spaces alongside the privacy of having one's room) but it was felt that these should not be institutional in type. There was a perceived need to embrace co-operative forms of living that promoted a sense of ownership and choice for the individual. The very basic tenets of housing design (adaptability, accessibility, comfort) were still compromised for many who struggled with moving around the home, felt isolated on the top floor of tenement blocks or were socially isolated when lifts broke down).

THEME 2 GUIDELINES

- **CO-ORDINATED SUPPORTS:** Establish a coordinated approach to helping older adults remain at home which links health and care services, befriending supports, softer interventions (e.g. DIY-support) alongside amenities and facilities in the community to age in place.
- **INTEGRATE HOUSING AS PART OF THE AGE-FRIENDLY CITIES AGENDA:** Integrate housing planning and provision as a fundamental part of active ageing 'in the community', which includes seeing housing as together with transport, outdoor spaces, and provision of services and amenities.
- **SUPPORT HOUSING TRANSITIONS:** Housing transitions in old age should be supported by interventions that promote health and well-being interventions. Examples include enabling housing options, facilitating choice and providing emotional support before, during and after the move.
- **CREATIVE SOLUTIONS TO ENABLE AGEING AT HOME:** Rightsizing rather than Downsizing. Interventions are needed to ensure that older adults living in large homes can free up parts of the property whilst retaining a sense of privacy. Whilst smaller properties are easier to maintain, older adults also value space, to invite people around, bring personal items of value and have grandchildren staying over.
- **FLEXIBLE HOUSING TO GROW OLD IN:** Ensure a percentage of new housing developments deliver flexible housing (housing that can be adapted across the lifecourse and with changing requirements), alongside the provision of ground floor properties and repurposing of existing housing stock to support older adults.
- **AFFORDABLE HOUSING TO SUPPORT AN AGEING POPULATION:** Ensure a range of affordable housing for older adults is available within close proximity to services and amenities and their social and support networks, so that older adults can maintain their home even in higher income/gentrified communities.

THEME 3: NEGOTIATING SOCIAL PARTICIPATION

Engagement in social participation brought about a number of individual and collective benefits in the lives of older adults including stimulation and engagement, learning new skills and developing social networks. Older adults were keen to challenge the idea that social participation only constituted engagement in formal and arranged activities at community centres. Older adults interpreted social participation in varied ways, from more organised opportunities such as arts classes, through to the exchange of everyday conversations with neighbours and even looking out of the window as a peripheral form of participation in communities. In terms of the availability of social participation, older adults reported no shortage of activities. However, in negotiating access to social participation, there were challenges. In many cases, there were physical barriers to reaching the activity, with many being dependent on others to do so, and linked to difficulties in navigating the built environment and transport options. To others, leaving the home brought about a great deal of anxiety (previous falls, lack of confidence) which restricted opportunities. For some, accessing already established forms of social participation was difficult because of the perceived existence of cliques within community centres or pre-established social networks, which some found difficult to penetrate. Experiences were also diverse in terms of the quality of opportunities

on offer. To some, there was a lack of activities tailored across different age cohorts, genders and ethnicities. As a result, many felt excluded from the types of services on offer. There was also a need to ensure that older adults are informed and aware of what is going on in the community. Whilst leaflet campaigns and internet advertisement were important, there was a need to ensure that information cascaded down to individuals in a more meaningful way to older people and hard to reach groups.

THEME 3 GUIDELINES

- **INCLUSIVE SOCIAL PARTICIPATION:** Experiences of social participation vary across older adults. There is a need to deliver opportunities for social participation that address the needs of different groups, e.g. those that address the intersectionalities between age, gender and ethnicity as part of all age-friendly programmes. This should focus on providing programmes and activities that cater for 'active' older adults alongside those who are more 'dependent'.
- **NEGOTIATING SOCIAL PARTICIPATION:** Barriers to participation are often bound up in physical, psychological and social challenges such as anxieties around leaving the home, perceived vulnerability in moving around public space and lack of confidence in accessing community spaces. Social participation should be seen as a process requiring integrated well-being supports in order to successfully navigate forms of social participation.
- **COMMUNITY HUBS:** Identify

places and spaces within the community where social networks can be facilitated in old age. There is a need for non-judgemental community spaces where people can be brought together, to develop informal supports and connection with others.

- **CONNECTING PEOPLE:** Expand on befriending services and community connectors such as Link Workers to connect people to the community. There is a need to include assistance with managing everyday supports – e.g. visit to the doctor's surgery, application for benefit entitlements, etc.
- **CASCADING INFORMATION:** Information needs to be disseminated effectively to older adults. Whilst different forms of reaching participants are important (e.g. hard/soft copy, translated across languages, through GP surgeries, etc.) information needs to be cascaded to hard to reach groups, including through more active and informed older adults.
- **PERIPHERAL PARTICIPATION:** The social participation agenda needs to recognise the diverse and fluid ways in which social participation is understood and measured, e.g. through exchanging everyday civilities with neighbours, social engagements with friends within the home and informal networks at a local level.

THEME 4: BUILDING INTERGENERATIONAL COMMUNITIES

Intergenerational spaces are crucial to the types of communities that older adults want to age in, offering opportunities for mutual support; extending and strengthening social ties, and allowing the exchange of skills and mutual learning. To many, living in an intergenerational community was fundamental to developing a sense of place connectivity and belonging by enabling people to relate to one another and challenging stigma by age. Inter-generational spaces were central to the delivery of cohesive communities in which everyone is represented and no one becomes 'invisible'. Intergenerational supports within communities were seen as central to age-friendly communities, particularly in the event of declining investment in physical infrastructure and formal support services for older adults. There were examples of informal care support networks within communities between older adults and younger people and families (e.g. providing lifts to the GP surgery or help with the garden and home maintenance) with reciprocal support from older adults (e.g. volunteering or leading on litter campaigns within the community or looking after children). In a programme delivery sense, intergenerational relationships were often seen as being forced or contrived. Everyone involved in intergenerational activities needs to see the purpose of being there together (communities of interest), otherwise social contact

can exacerbate differences and negative attitudes towards each other. Existing community facilities such as community gardens, offer intergenerational spaces on neutral ground where common interests can be brought together. As with all themes presented here, the building of intergenerational spaces was not divorced from issues of social participation (ensuring opportunities to bring different age groups together), housing (desire to live in communities with all age groups), safety (potential for intergenerational supports to foster a sense of security) as well as respect and feeling valued (intergenerational contact as a means to challenge stigma and feelings of invisibility in old age).

THEME 4 GUIDELINES

- **CULTIVATE INTERGENERATIONAL COMMUNITIES:** Develop intergenerational supports around 'communities of shared interest' which bring older and younger people together to share their skills and expertise, thus allowing natural mutual supports to be developed within communities.
- **DEVELOP MUTUAL RESPECT ACROSS GENERATIONS:** If intergenerational groups are to work, then they need to start from the basis of familiarity – i.e. trusting and knowing one another.
- **INTERGENERATIONAL SPACES:** Prioritise intergenerational spaces, initiatives and programmes that create the conditions for an 'inclusive' community. This includes a range of examples from community gardens, bringing people together through

volunteering, to enabling informal supports within communities such as litter campaigns.

- **POSITIVE LANGUAGE:** Move away from portraying older people as a vulnerable and at risk group. Use more positive language in intergenerational programmes and campaigns. Not "this is what we can do for you" but "this is what you could contribute to/with".
- **INTERGENERATIONAL ACTIVITIES:** Encourage and develop intergenerational activities that support interaction and exchange within the community. Better neighbourliness can support intergenerational work better – e.g. bringing younger and older people together around social eating.
- **INTERGENERATIONAL STRATEGY:** This needs to cut across and be seen as integral to all policy strands within the age-friendly cities and communities agenda – e.g. intergenerational housing, shared outdoor spaces and volunteering opportunities.

THEME 5: ENABLING AGE-FRIENDLY CULTURAL SUPPORTS

Various cultural groups often feel excluded from programmes and activities which do not always cater to the needs of ethnic minority groups. There is only limited understanding of the various communities' needs and a noticeable lack of their

involvement in shaping the design and delivery of age-friendly cities and communities. There is an assumption that certain groups benefit from familial supports – e.g. those from South Asian countries – but these supports are being challenged as people are becoming more spatially disconnected, putting older adults at risk of isolation. Current opportunities within communities are often not designed to be culturally sensitive, and therefore fail to garner the active participation of different groups. Experiences of old age within certain cultures are also highly gendered, and delivering supports and sustaining the involvement of men and women can be challenging. Inclusive communities require supports for older adults from different cultural groups to age-in-place. This requires connecting people to share beliefs, values, goals and practices. Inclusive communities foster respect – respect of one's culture can lead to a sense of visibility and acceptance in old age which in turn makes people feel valued in society – but there needs to be the spaces for dialogue within the community for this to happen.

THEME 5 GUIDELINES

- **BUILDING PARTNERSHIPS:** There is only limited understanding of what older adults across the various cultural groups within communities need, and this will differ across geographical areas. Building trust and reciprocity with these groups is an essential first step to building culturally sensitive age-friendly cities and communities.
- **AGE-FRIENDLY CULTURAL SUPPORTS:** The Age-Friendly City agenda needs to build on those

partnerships to engage more with cultural groups to understand what their experiences are, and to translate that into programmes and activities for the various groups.

- **DEVELOPING INTERCULTURAL DIALOGUE:** Identify pathways for inter-cultural dialogue and engagement, e.g. appointing key older people champions within the various communities to ensure their voice is heard in age-friendly city policy-making and practice.
- **SHARING IDEAS AND VALUES:** Specific activities within the community are needed where cultural beliefs, ideas and values can be shared in a more informal way – e.g. one-off carnivals and storytelling that enable older people to talk about, discuss and share their cultural identity.
- **CHALLENGING ASSUMPTIONS:** Ageing is associated with different myths and assumptions in different cultural groups – e.g. that some communities are insular and that older adults benefit from familial support so do not require amenities and services. More work is needed to understand ageing perspectives across different cultural groups.
- **RESOLVING CULTURAL BARRIERS:** Challenge the barriers to participation and engagement for a number of cultural groups. Difficulties in navigating care by people from different cultural backgrounds, accessing information in a language they can understand and a lack of opportunities for volunteering were all identified as barriers to realising an age-friendly community.

THEME 6: RESPECT AND FEELING VALUED

The importance of feeling valued and respected was central to older people's feeling that they belong in place. Recognising the valued role that older adults can (and often do) play within their communities is important. Some were actively playing a part in volunteering (formal and informal), undertaking civic duties within the community (e.g. looking after other people) and contributing to maintaining the local area (e.g. clean up campaigns). There were considerable rewards to the individual including raised self-esteem, a sense of altruism and accomplishment. Yet many were unaware of the volunteering opportunities within their local community or how best to access them. In terms of recognition, many older adults reported feeling 'invisible' within the community, a sense of being ignored and not valued in the decision-making processes within communities. Forms of civic engagement were seen as opportunities for feeling valued. However, whilst older adults often involved themselves in resident groups and civic organisations, this also had negative impacts on mental well-being if they lacked financial and emotional support in representing the community. Others felt that they had a say within formal consultation exercises but that these were rarely used meaningfully for change. Respect was also created in the everyday interactions that people had within places (e.g. when being received by transport providers and users and fellow members of

the community) and exchanging civilities with people in place. Feeling respected and valued cut across a number of other dimensions including delivering cultural supports, creating intergenerational communities and having access to meaningful forms of participation, which are seen as some of the dimensions where respect can be fostered. Changing communities (led by processes of urban regeneration and gentrification) have led to physical transformation, which has undermined older adults' sense of familiarity and recognition within the context of communities.

THEME 6 GUIDELINES

- **EMPOWERED COMMUNITIES:** Residents can be empowered when they have access to information about what is happening in their communities and can influence decisions that affect them. Clearer participation mechanisms need to be available within communities so older adults can influence policy and practice.
- **ADVOCATES FOR CHANGE:** Ensure that older adults can assume more meaningful roles in deciding, promoting and understanding changes that are happening in their neighbourhood - e.g. as advocates or champions in the local community.
- **TRAINING AND EDUCATION:** Sensitivity training and education programmes for service providers are needed in order to be more empathic towards the place-based needs of older adults - e.g. to support those living with dementia to move around the community.

- **VOLUNTEERING AND ENGAGEMENT:** All cities should have a volunteering and engagement strategy for older people. Ensure pathways are in place for all older adults to make a positive contribution through involvement in different forms of volunteering within their communities, formal as well as informal.
- **CHARTER FOR OLDER PEOPLE:** Feeling respected and valued needs to be enshrined in a common set of rights for older people. This

should build upon the existing Charter developed for older people in Manchester central, which includes the right to be treated with dignity and respect, to lead a healthy life and to be able to meaningfully influence decision-making processes. This charter needs to be linked to communities and neighbourhoods and be used as the guiding principles for the implementation of interventions.

PHOTO?



EDINBURGH

CRAIGMILLAR - LEITH - MORNINGSIDE

EDINBURGH: CITY PROFILE

Edinburgh has been the capital of Scotland since 1437 and gained city status in 1889. In Edinburgh, the 1990s and 2000s have been characterised by an expanding economy particularly in the financial sector and knowledge-based industries. There is a steadily growing population on the back of population decline in the pre-1990s. The 2017 population for City of Edinburgh is estimated to be 508,102. Persons aged 60 and over make up 19.8 per cent of City of Edinburgh. This is smaller than Scotland where 24.2 per cent are aged 60 and over. The population of the City of Edinburgh accounts for 9.3 per cent of the total population of Scotland. In the City of Edinburgh, 23.6 per cent of the population are aged 16 to 29 years representing a young population demographic when compared with Scotland as whole where 18.2 per cent are aged 16 to 29 years.

By 2037 the population of City of Edinburgh is projected to be 618,978, an increase of 28.2 per cent compared to the population in 2012. The population of Scotland is projected to increase by 8.8 per cent between this period. Between 2012 and 2037, the age group that is projected to increase the most in size in the City of Edinburgh is the 75+ age group. An analysis of life expectancy figures reveal that male life expectancy in Edinburgh is 77.9 for males and 82.2 for females. Both figures are greater than the Scotland average which is 77.1 for males and 81.1 for females (Source: Edinburgh City Council).

Across the city, there has been a need to provide land for economic development, a demand which has seen high land values and housing costs. There is a notable shortage of affordable housing and family homes in the city. Much of the growth in the city has been supported by investment in transport, with the opening of the tram network in 2014 and expansion of the airport. Key areas for regeneration and development include the Waterfront area of Edinburgh (including Granton and Leith), the South-East (including Craigmillar), City Centre and a growth strategy for the airport (West Edinburgh).

In comparisons with the Edinburgh as a whole, the percentage of the population aged over 65 is highest in Craigmillar and Portobello (15.8), followed by Morningside (12.2%) and Leith (10.4%) compared to a city average of 15%.

Health and disability data for the three case study neighbourhoods reveals that Morningside reports the highest percentage of those in good or very good health (89.4%), compared to Leith (81.6%), Craigmillar (79.3%) and Edinburgh as a whole (83.3%). For those living with an illness or disability that limits their lives a little or lot, this was highest in Craigmillar (20.5%) and lowest in Morningside (11.6%) compared with 16.5% for Leith and 15.6% as a city on the whole.

Unemployment rates are highest in Craigmillar (5.3%) and Leith (4.9%) which exceed the city as a whole



EDINBURGH NEIGHBOURHOODS (SOURCE: OPEN STREET MAP)

(3.9%). Morningside has the lowest unemployment rate of 2.1%. There are higher percentages of long-term sick and disabled in Craigmillar (6.6%) than Leith (4.9%), and Morningside (1.7%).

Higher average property prices in Morningside compared to the city and other case study areas reflects the relative affluence of the community. There are significantly lower proportions of social and council housing stock in Morningside compared to Leith and Craigmillar. Morningside has a higher percentage of underoccupied housing compared to the other case study areas and lower levels of overcrowded properties.

Maps for the indices of multiple deprivation for Scotland (SIMD)

Edinburgh provide a picture of the city in terms of patterns of deprivation. SIMD is measured through seven separate domains of deprivation, made up of multiple indicators, as well as a combined score. Data is collected for small 'building block' areas of 500-1000 people (data zones) and then summed to create statistics for larger areas. Each small area is then ranked, based upon these combined scores. Relatively speaking, Edinburgh is largely below represent areas of least deprivation. However, there are pockets of deprivation in the North including Leith and to the East including Craigmillar (two of the case study neighbourhoods), whereas Morningside has the lowest levels of deprivation in the South of the city.

CRAIGMILLAR PROFILE



Craigmillar is located approx 3 miles south-east of the city centre. Craigmillar has a strong cultural, historical and natural heritage. Craigmillar also has a strong industrial heritage including milling, brewing, brickmaking and mining dating back to the late 1800s. The area, prior to the recent regeneration, consisted mainly of inter-war and post-war public housing schemes, ranging from private bungalows to Edinburgh Council-owned high rise tower blocks. As key industries contracted in the late 1960s and 1970s the closure of local mines and breweries resulted in high levels of unemployment. In the 1970s the area became characterised by physical degradation, deteriorating facilities and amenities and high levels of crime were compounded by a lack of investment in the physical, social and economic infrastructure of the neighbourhood. As a result there was a decline the overall population to 7000 as people moved out to seek employment opportunities. This led to large amounts of vacant housing.

The regeneration in Craigmillar has been underpinned by a neighbourhood management model

propagated across the city designed to decentralise decision-making to the local area. Development this far in Craigmillar has included new housing, two new primary schools, a new neighbourhood office and public library and refurbishment of the White House (as a community facility). This falls short of initial objectives in respect although there has been recognition of financial difficulties (precipitated by the 2008 financial crash) which have slowed progress particularly in respect of house-building.

LEITH PROFILE



Leith has a rich cultural and identity and history. Much of this is founded on its history as a port; being the largest and busiest port in Scotland until trade routes opened up Glasgow as the main Scottish port in the 18th Century. In terms of housing, Leith has historically comprised high density, poor quality tenement stock with few facilities and open space. In the 1960s overcrowding was identified as a problem in the area, the solution to which was to demolish entire streets and replace them with tall tower blocks. The Kirkgate, the old heart of Leith, was demolished in 1961 and redeveloped. The 'New Kirkgate'

represented a modern design, with a shopping arcade at the foot of the Walk.

The Leith waterfront redevelopment site includes both the regeneration of the Leith and Granton waterfront. For Leith, an overall masterplan (UDDF) was approved in 2005 to regenerate approximately 200 hectares of redundant dockland. The aim was to provide potential for 15,000 dwellings starting with 3000 dwellings built on the Western Harbour site. The government offices at Victoria Quay were built, as was the Ocean Terminal shopping centre.


MORNINGSIDE PROFILE



Morningside was created in 1587 in an attempt on the part of Edinburgh authorities to overcome the spread of plague and make provisions for the city residents. Morningside became an agricultural village comprising farms and estates. The proliferation

of villas and mansions increased the population significantly which gradually transformed Morningside from a village into a suburb, which had one of the first tram service routes running to Register House, at the east end of Princes Street. By 1885, the construction of the Edinburgh Suburban railway line encouraged increasing migration to Morningside.

The Morningside area has a diverse mix of architectural styles (Georgian-style tenements alongside Victorian Villas), though the predominant character consists of large Victorian houses with generous gardens that give a sense of spaciousness. Currently, the area is mostly residential, though the main routes, Morningside Road (an ancient route from Edinburgh to the South West) and Comiston Road, provide the neighbourhood with social, cultural and commercial activities. Morningside Road in particular is the main shopping street for the area containing a range of amenities and services, including a library, the Eric Liddell Centre, and several churches (the term 'Holy Corner' referring to the three churches at the cross-section of Morningside Road, Colinton Road and Chamberlain Road).



EDINBURGH
THEME 1

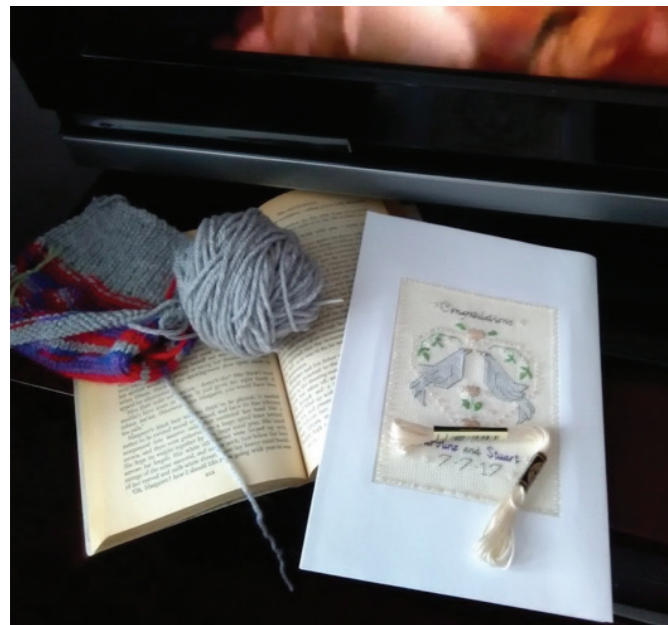
**HOUSING, HOME
AND PLACE**



SENSE OF PLACE

'Sense of place' is important to older adults, reflected through an emotional, psychological and symbolic attachment to home. Home and neighbourhood are places full of experiences, memories and lifetime events which are important

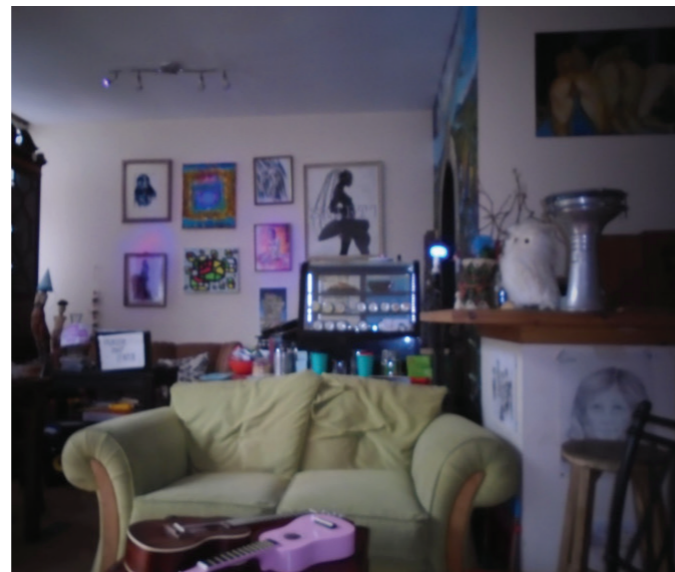
in developing a sense of connection to the environment. Older adults feel that 'home' is a place where people feel safe and secure and a setting where they can retain a sense of independence and autonomy in the decisions they make.



MORNINGSIDE

U Well when I come in the front door I say 'hello house', yes. [...] And there are a lot of things in this house which have always been part of the family so to speak. That's my parents' bookcase. That old sofa is my parents' first three-piece suite. [...] Yes, well it's always been with my parents and then came to me yes. And those pictures were a wedding present to my grandparents. So, most things in the house have some kind of connection with my past, yes." (Female, 86, Morningside)

U I've been here 43 years. I don't want to move. It's important to me because it's the family home. That's how my daughter sees it when she comes back. That makes me feel good. It's the positive and negative over the years. Negative things are a part of life, how you overcome them. Other memories that have enlightened your life. That is home." (Male, 66, Craigmillar)



LEITH

Older adults have a strong desire to 'age at home' and in the community but also recognise that physical, social and financial changes that often accompany old age make this a challenge. For this reason, many have

made adaptations to their homes (e.g. mobility supports; adapted bathrooms; wider access points) or have developed coping strategies to continue their day-to-day activities in and around the home.

U The other thing we've done, we were lucky that there is a bathroom upstairs and a toilet downstairs, so that's good. Recently, we've had a chairlift put in the stairs, we've had the edges of the steps marked in white outside." (Female, 75, Morningside)



MORNINGSIDE

U I have three shopping bags and how I get it up the stairs, I have a trolley that has the wheels that climb the stairs... my son, they have visions of me falling down the stairs. I said I bet you, I'm more careful going down the stairs than you are. I go down the stair backwards... Because if you go frontwards you fall that way, so I go down backwards. Actually I meet problems and then I look for a solution to them... because being on your own you've just go to." (Female, 82, Craigmillar)



CRAIGMILLAR

HOME-CONNECTED COMMUNITIES

Feelings of home are deeply embedded in the connections people have with community. Communities are important places for cultivating relationships that enable people to age at home. 'Moving home' in old age represents a potential disruption to 'everything I know' - undermining

routines and activities within the context of both home and community. Home can 'isolate' when shared spaces, where older adults can meet other people, are not integrated into housing and neighbourhood developments.

“ Oh, absolutely, the best thing I've done [moving into sheltered housing]. Why? Because I've got a ground floor flat, no stairs, and I've got a little garden. It means a lot for me, and I'm still in my own community. I haven't moved out of my own community, I'm still here” (Female, 73, Leith)

“ I've been living in the area for all these years so there are a lot of neighbours up there of mine that I know, and there's a lot of local...not locals, what do you call them, tradesmen, you know, if you're looking for a joiner or a sparky or whatever, you'd get one in the pub.” (Female, late 60s, Leith)

PHOTOS?

AGEING IN THE RIGHT PLACE

Older adults identify a strong desire to age in the right place. The right place for many was remaining within their local community - in a familiar place - surrounded by formal and informal supports. There is a need to ensure 'rightsizing' - moving to accommodation which is right for

the person and with close proximity to services and amenities. Whilst sheltered housing and co-housing options are considered important they need to offer opportunities for social participation and meaningful engagement.



LEITH



LEITH

“ Yes I bought this flat because it was on the ground floor and I've got a spare bedroom and I intend to die here, yes. [...] When I bought the flat I did quite extensive modifications yes. I mean I turned the kitchen into my bedroom and turned the whole place around inside.” (Female, 86, Morningside)

“ I think the council, they don't seem to understand that. If you put, like took this old man away, put him somewhere else, he'd be lucky if he lived six months.... because you're taking him away from everything that they know. [...] I think being moved from what he was used to. But that was part of, I think what killed the man. If a person's willing, they themselves want to move, yeah, but if they're not wanting to move then leave them and don't force them out. Because they know all round about, they'll know the people and they know what they've got to do.” (Female, 82, Craigmillar)

RECOMMENDATIONS

RECOMMENDATION 1

Establish a coordinated approach to helping older adults remain at home- such an approach should link home to health and care services, amenities and facilities in the community.

1

2

RECOMMENDATION 2

Develop planning approaches to housing provision that are able to support people to actively choose the home in which to grow older.

HOUSING, HOME AND PLACE



3

RECOMMENDATION 3

Ensure a certain percentage of housing in all new housing developments are built to lifetime home standards and provide options in respect of size and configuration to meet the requirements of older adults.

4

RECOMMENDATION 4

'Housing for All'. Housing interventions should help create intergenerational communities where older adults can be 'a part of the community, not apart from it' with in-built shared spaces. 'No ghettos for the old'.

RECOMMENDATION 5

Integrate housing provision as a fundamental part of active ageing 'in the community' which includes transport, outdoor spaces, safety and security and provision of services and amenities.

5

RECOMMENDATION 6

Ensure affordable housing for older adults is available within close proximity to services and their social and support networks.

6

7

RECOMMENDATION 7

Retrofit existing housing to meet the needs of older adults who want to remain living at home independently.



EDINBURGH
THEME 2

**NAVIGATING OUTDOOR
SPACES**

SENSE OF PLACE

Outdoor spaces are seen as important in creating a sense of place for local people, by cultivating a sense of togetherness and belonging. Outdoor spaces are transformative when they support opportunities for activities and exchange. Too often neighbourhood spaces are not

designed or programmed to support a sense of place by encouraging people to get outdoors. Barriers and facilitators in getting around urban spaces act as impediments to outdoor use, thereby preventing people from developing a sense of place.



CRAIGMILLAR

Well, I think it's very easy actually because everything's on the doorstep and I don't often have to cross over to the other side of the road. [...] I go across here, go round the corner and most of the shops, except for Waitrose: that's on the opposite side." (Female, 86, Morningside)

Some [parks] are designed for older adults like 'Ageing Well' have projects for gardens and allotments. That's what they call them. [...] They're still running them yeah so it's good. And people can join if they want." (Transwoman, 64, Leith)



MORNINGSIDE

NEGOTIATING PUBLIC TRANSPORT

Public transport is key to accessing services (e.g. hospital visits), reaching amenities (e.g. accessing the city) and sustaining social networks (visiting friends and family). It is often difficult for older people with mobility problems to reach transport nodes (even those within close proximity), cutting them off from essential services. Barriers to accessing

transport include a poor physical environment, inadequate lighting, a lack of shelter and seating. Older adults can feel insecure when using public transport, e.g. fear of falling when getting on and off buses. Many feel there is a lack of sensitivity from both transport providers and transport users regarding the needs of older adult users.

Just because I'm scared, and it is a fear thing, of getting pushed and hustled, you know, people rushing to get on a bus. I couldn't cope physically. I'm too unsteady. (Female, 70, Leith)



MORNINGSIDE



MORNINGSIDE

This is a 20mph road... they come down here at 50mph and if you are an older person with a walking frame then they will have you. There are no lights, no pedestrian crossing. You need to cross this road to get over to the bus stop and then when you do get across the road there is no shelter at the bus stop. I walk to another bus stop to get shelter because I can't arrive at Bridge soaking wet all afternoon" (Male, 81 Morningside)

NAVIGATING URBAN SPACE

The provision of services and amenities within an age-friendly city and community are unlikely to be effective if the link spaces between home and the service are not well designed. For example, the absence of public washrooms is a key issue when journeying around the community. Other physical features

in the community are difficult to use and interact with, creating barriers to the completion of everyday tasks, e.g. garbage disposal. Temporary disruptions – e.g. roadworks – are often poorly communicated to older adults, compromising the ability to reach key destinations including hospital appointments.



MORNINGSIDE

There used to be four [public toilets] in this area. All of them are closed. Now obviously for elderly people, this is a problem. Because there are lots of cafes in the area, people think that cafes can be used, but not all cafes are happy with that idea. You would be inclined to buy something, you would have a cup of tea or something if you wanted to use the toilet.” (Female, 75, Morningside)

This walker is terrible on the pavements... it bounces all over the place... If I had a good pavement all the way down I would get up and down no bother... I like Morningside. I just wish I had better access to it... The furthest I can go is Sainsbury's [end of the road]... otherwise I get exhausted.” (Male, 84, Morningside)



MORNINGSIDE



LEITH

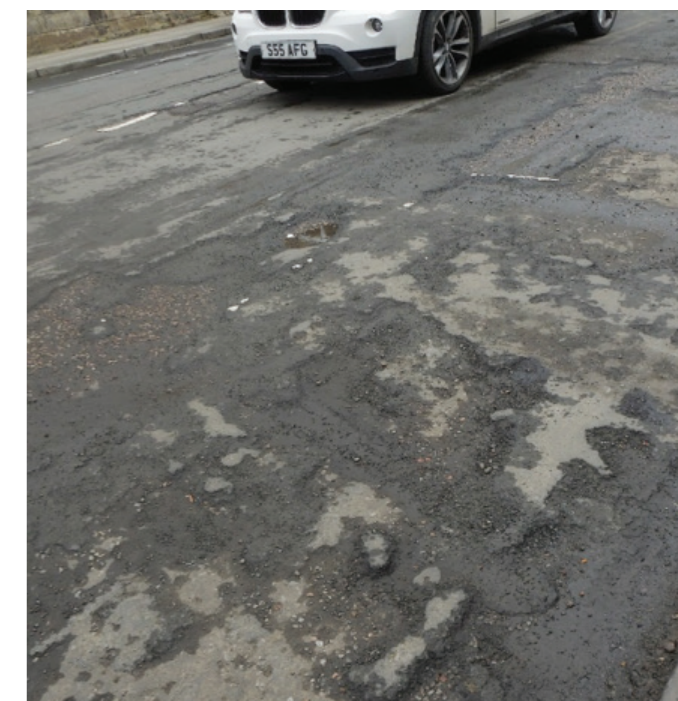
PLACE MAINTENANCE

Place maintenance and management of outdoor spaces impact on older adults' sense of place; e.g. litter and poorly maintained pavements can detract a sense of pride in place. Place upkeep is often reliant on informal community groups when they feel

they can no longer rely on street cleaning services. There is a need to declutter urban space (e.g. sandwich boards/A-frames) to provide a more walkable, age-friendly environment for older adults.



LEITH



MORNINGSIDE

It must be quite difficult for any person that's bad at walking and having to go like that, in and out of these billboards, because you've got people coming towards you, now if you've got to move, to get away from them and go in-between the people, you should be able to walk straight. It's all barriers.” (Male, 86, Morningside)

As somebody that uses a stick, I have to keep my eye on the pavement all the time to see how I'm walking, to see where the pavement is... you know, if I don't know the area, because your stick, you depend on it, then you only need to be a little bit out and your stick goes down and so your shoulder goes down, and then you lose your balance.” (Female, late 60s, Morningside)

RECOMMENDATIONS

RECOMMENDATION 1

Outdoor spaces need a long-term management plan in place to ensure they are well maintained throughout the year, devised with the involvement of local residents.

1

2

RECOMMENDATION 2

More effective design of outdoor space is needed, considering all different users, especially in terms of mobility.

NAVIGATING OUTDOOR SPACES



3

RECOMMENDATION 3

Create and distribute an area by area mapping of the community to identify the location of services and facilities for older adults.

4

RECOMMENDATION 4

Sensitivity training to be extended to all transport providers to reflect often complex needs of older adults, e.g. those living with both mobility and cognitive impairment.

5

RECOMMENDATION 5

Extend initiatives such as the the 'Take a Seat' campaign - inviting local shops (e.g. coffee shops) to get involved by providing public seating and toilet provision.

6

RECOMMENDATION 6

Design and implement activities and programmes that will encourage people to use and 'get to know' urban space (e.g. fitness walks, history walks, social events).

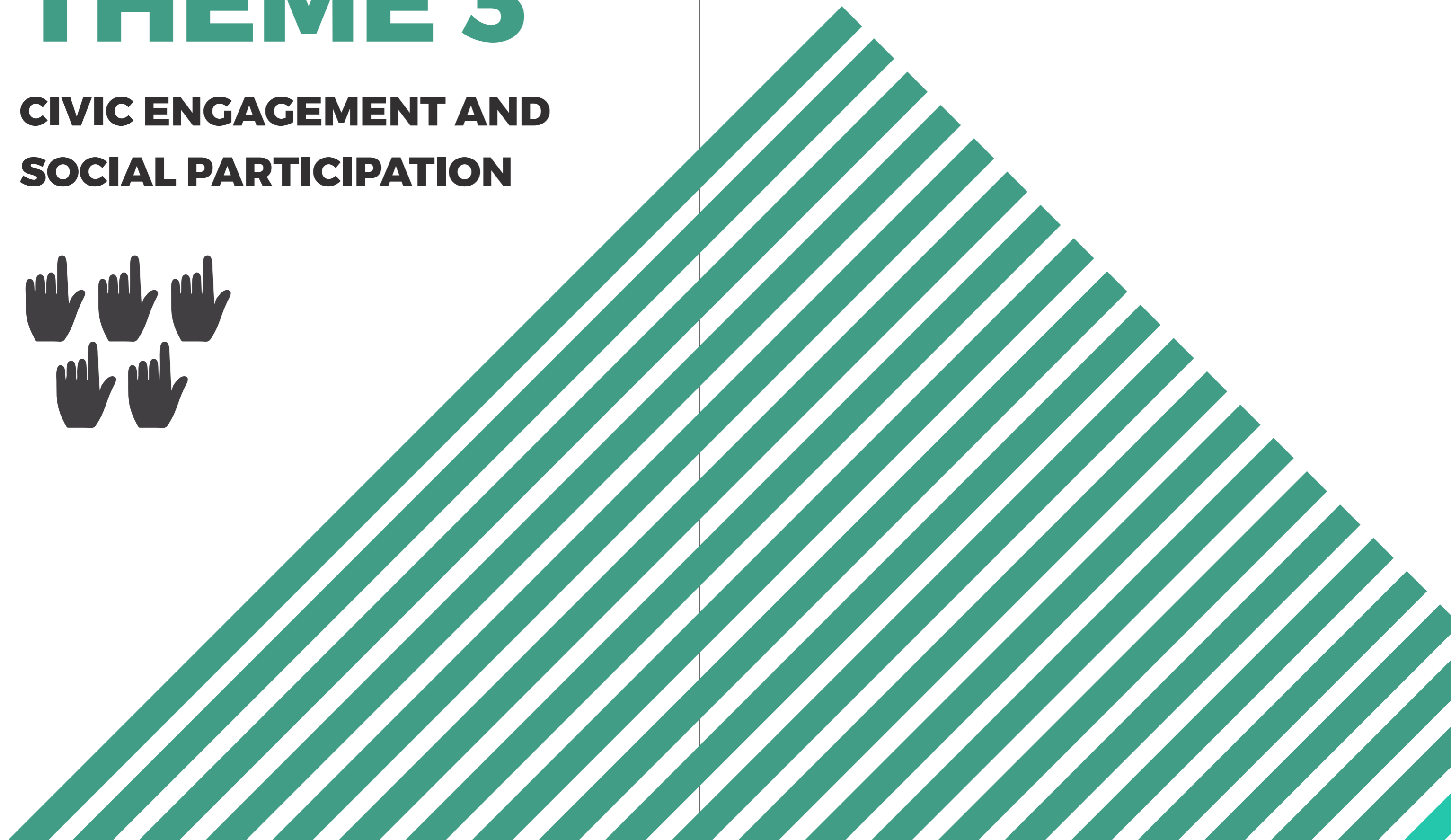
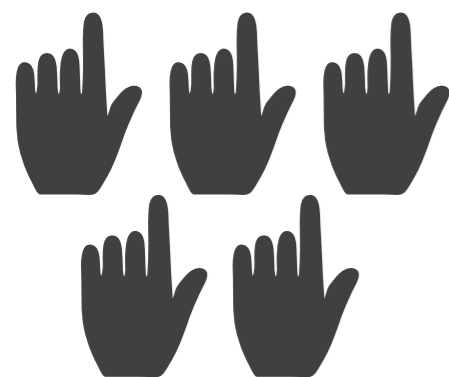
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RECOMMENDATION 7

Ensure decision-making about the design of outdoor spaces includes the perspective of older adults who depend on their community to age well.

EDINBURGH THEME 3

CIVIC ENGAGEMENT AND SOCIAL PARTICIPATION



SENSE OF SPACE

Opportunities for meaningful social participation and engagement are integral to sense of place, enabling people to make a positive contribution and feel valued. Social participation enables older adults to be 'physically active', 'mentally stimulated' and to maintain a 'busy ethic', thereby challenging perceptions of old

age. For some older adults, feeling involved is achieved through assuming meaningful roles in the community e.g. volunteering. For others it is important to have more formal roles in community advocacy, e.g. through participating in neighbourhood groups and other forms of resident support.



[About Open Door] Well, it's beneficial in the aspect of you're meeting people, you're able to discuss things with them, you know, like bits of news and that that you've heard and things like that, you see? And we always get someone in to give us a talk or the likes of yourself, and it stimulates you. You've got to keep stimulated, and I like it here on a Friday because that does stimulate you." (Male, 86 Morningside)



CRAIGMILLAR



[The consultation] was rubbish. In one ear and out the other. There was a masterplan done for the whole area, the regeneration of Craigmillar. Tick box, that's why I don't want to be negative but I do go negative now. Is it only another box that's been ticked? It's just like they're paying lip service to consultation. And it's like they're saying 'oh we've consulted the community'. They don't care about the elderly in this community." (Female, 78, Craigmillar)



CRAIGMILLAR

FORMAL AND INFORMAL SUPPORTS

Forms of participation which enable people to remain active vary from more formal and organised supports – e.g. IT training, fitness activities and opportunities for lifelong learning (University of the Third Age) – to informal supports – e.g. odd jobs for neighbours, coffee mornings and gardening. Spaces in the community – e.g. libraries – are integral to bringing the community together when they provide opportunities for both social engagement (place to meet), formal

activities and as a place to receive advice and support. Intergenerational spaces are crucial to the types of communities that older adults want to age in, offering opportunities for mutual support; extending and strengthening social ties, and allowing exchange of skills and mutual learning. This is seen as important in creating a sense of a sense of community in which all generations are represented and no one becomes 'invisible'.



They have courses here sometimes for helping you with lifting people the right way and that sort of thing, and that's where I went to the one on Alzheimer's and dementia the other week." (Female, 75, Morningside)



CRAIGMILLAR



I go to the Open Door once a week and that's a community thing and they're all very friendly. And we have a lunch there and that's once a week. But other than that, it's meeting friends and going shopping together." (Female, 86, Morningside)



Oh, you must have an activity. [...] I'm quite disappointed because most of the stuff is down the other end of the town and that, and it's evenings, and I don't like going out in the evenings now, you know? So I was quite disappointed I couldn't find anything like a course to do, you know? [...] Okay, it might not be as active as my brain was as a young man, but I'm still active enough in the brain, you know, to know what I'm doing." (Male, 86, Morningside).



LEITH

INFORMATION AND COMMUNICATION

Keeping active is dependent on being informed and aware about what is going on in the local community. A number of older adults depend on word of mouth, newsletters and noticeboards. Whilst a lot of information is available online (and there is evidence that an increasing number of older adults use online

services), many still feel 'digitally excluded'. Important here is not just knowing 'what' is going on but translating this information, particularly for hard to reach/socially isolated groups of older adults so that they have awareness and knowledge of what is being offered.

...Well, you could go along to the library, or a community centre and you can read the billboards there, you know? Not only that, we do get the councillors putting in the flyers and it's telling you what's on, what they're going to do... I feel quite informed about it, aye. [...] Maybe not getting the whole truth but we do get informed." (Male, 86, Morningside)



CRAIGMILLAR

I have got a computer but at the moment I've got a problem with it. But I do normally go online yeah, and try and look for things, or local things or even things in the town sometimes, especially coming to this time of year. There's sometimes things on in Princes Street gardens or somewhere locally and that sort of thing." (Female, 63, Leith)



MORNINGSIDE

MAKING A POSITIVE CONTRIBUTION

Older adults often feel 'invisible'. They need to be afforded opportunities to assume meaningful roles in old age and be deemed an 'asset' in terms of making a positive contribution to their community and to society. For some, benefits come through volunteering opportunities enabling people to sustain different forms of civic participation in old age, but many feel excluded from accessing such

opportunities. Also important is their involvement in forms of community mobilisation (in organising and running civic groups) and assuming more meaningful roles in the decision-making process - e.g. in influencing change. Older adults feel there is a need for more effective communication and representation in the participation process.

What people forget, the elderly, they have a lot of skills that they could be imparting to younger people. And yet it's just going to die within - how can people not bring them out? At the moment I think the young and the old are going further and further apart instead of coming closer... I think the young think the elderly are just, I've lost the word... A burden, but they're not really. [...] It's a myth that we're not contributing." (Female, 82, Craigmillar)



LEITH



LEITH

...but they've got funding and now they have a projector. They've just bought 100 chairs. I'm the box office manager. Obviously, I take the money. But we provide, it's only £3 for adults and £2 for children. We have films in the half-term for little children and the nursery brings ten little children." (Female, 66, Leith)

RECOMMENDATIONS

RECOMMENDATION 1

Prioritise intergenerational spaces, initiatives and programmes that create the conditions for an 'inclusive' community (e.g. befriending services; ICT courses; 'Home Share'; community gardens).

1

2

RECOMMENDATION 2

Ensure older adults who are isolated and hard to reach receive information in ways which go beyond traditional methods such as noticeboards.

CIVIC ENGAGEMENT AND SOCIAL PARTICIPATION



3

RECOMMENDATION 3

Implement programmes to develop 'micro-spaces' within the community where social engagement can happen - e.g 'chatty coffee' (table in a café where customers can sit if they are happy to talk to other customers) or 'yellow bench' (benches where people can sit for conversation with others).

4

RECOMMENDATION 4

Ensure community empowerment is central to Age-Friendly Communities - e.g. enabling older adults to influence decisions on matters that impact them.

5

RECOMMENDATION 5

Deliver befriending services, local support groups and volunteers to connect people to the community. There is a need to include assistance with navigating everyday supports - e.g. visit to the doctor's surgery, application for benefit entitlements, etc.

6

RECOMMENDATION 6

'One size fits all' approaches to the delivery of age-friendly communities will not work. Opportunities for engagement need to reflect differences in experiences across old age.



**NEIGHBOURHOOD
THEME**

**AGE-FRIENDLY
CRAIGMILLAR**

SENSE OF COMMUNITY AND PLACE

Craigmillar has experienced significant change through urban regeneration. In managing change, there is a need to retain the history and place identity of the community. The area has a strong history of community arts and participation which needs to

be celebrated. Preserving key places and telling the story of Craigmillar should be an important priority for urban regeneration initiatives moving forward. The experiences of older adults should be central to this.



“ *The whole community was the same. We were a mining community. Went into each other's house. You never locked the door. You had the same settee and carpet as next door. It's different now. People have got different lifestyles and values. The community has deteriorated.*”
(Male, 65, Craigmillar)

“ *They demolished so many buildings of note as part of the regeneration. We were left with just new stuff...this is our heritage and it's important to us... good, bad or indifferent... The White House... a lot of folk had good memories of the place. We were determined to keep it.*” (Male 82, Craigmillar)

INFORMED AND EMPOWERED COMMUNITIES

Residents can be empowered when they have access to information about what is happening in their communities and can influence decisions that impact them. There is often a lack of information and awareness of activities in the area for older adults. Places such as the local library and the Thistle Community Centre have activities for older

adults but information does not often reach all those that might benefit from participating in such activities. Information about services is often only available 'online' (e.g. finding about events and activities, transport initiatives, information about benefits and entitlements) which older adults may not have access to.

“ *The effect [technology] is having on older people is to isolate them. So a lot of older people, their spouse might have died, so they're on their own and if they want to get access to a service or anything actually, are told...well go and look on our website. So the problem with that for older people is (a) they might not have internet access, (b) they probably don't have a computing device and (c) even if they had those things they don't know how to use them. To an older person that's quite a challenge.*”
(Male, 62, Craigmillar)



“ *Well I would say that it's a big problem now [information and communication], because you don't see notices up like you used to. Everybody refers you to the computer and I thought well everybody hasn't got a computer. What the society had introduced was what we called a guide to Craigmillar, just a wee booklet like that which could go in a man's pocket or a woman's handbag. And it listed everything that you would want to know; doctors, police, organisations, churches, clubs, whatever.*” (Female, 82, Craigmillar)

SOCIAL PARTICIPATION

Neighbourliness and sense of community are key hallmarks of living in Craigmillar. Shared spaces (both indoors and outdoors) provide opportunities where community engagement can happen. Existing initiatives including community cafes and community gardens provide spaces that bring people of all ages together yet these need to be made accessible to all (e.g. those who

find it difficult to reach them). Other challenges e.g. mental health directly impact on people's social participation (e.g. social anxiety, low confidence), and which need to be addressed. Crucial services such as 'Meal Makers' and 'Contact the Elderly' work well but not everybody knows about them.

“ A lot of your community's fallen away because the simple reason is they've found out over the years that what they've said doesn't get taken on... you can be consulted, agree on something and it can be completely changed, as I said.” (Female, 72, Craigmillar)

“ If you get older, the older you are the less likely they are to care about you. Discarded. But as I say I don't let it bother me. Get on with it aye, you've got to. You've got to, if you let it go down the other road you might as well say cheerio.” (Male, 77, Craigmillar)



CONNECTED COMMUNITIES

There are facilities for older adults in Craigmillar but not all older adults are connected to them. For example, there are shops and services but these are centralised with no local provision meaning that older adults have to travel further. Often, transport links do not support the everyday journeys

of older adults, e.g. having to get two buses to get to a hospital appointment. People feel that that there needs to be more help for those older adults who have mobility problems and do not have close family members they can rely on.



“ Somebody asked me what I would like [from a community]... Everything that would keep you healthy. And the fact that you got to know everybody, so if you didn't see Mrs so and so up you'd be knocking on her door to find out if she's OK. A whole complete community, where it's all safe and there's carers that check on you.” (Male, 78, Craigmillar)



“ We don't have a bank at the moment so what has happened for older people is that they need to go to Cameron Toll, which is a two bus journey. We have been fighting like mad. The hospital you can see, spitting distance, there is not a bus that goes direct. They said they are sorting it but we will see.” (Photo diary, Female, 60, Craigmillar)

RECOMMENDATIONS

RECOMMENDATION 1

Utilise the experiences of older adults as 'experts' in the local community to ensure the history of the area (e.g. stories, memories) is preserved.

1

2

RECOMMENDATION 2

Improve communication and information to older adults in the community. Bring information to the community in a way that reaches people who do not have access to the internet, e.g. dissemination of information through formal carers, GP surgeries.

AGE-FRIENDLY CRAIGMILLAR



3

RECOMMENDATION 3

Ensure older adults are connected to services through link workers and other befriending supports who can help older adults overcome anxieties around social participation.

4

RECOMMENDATION 4

Integrate facilities and shared spaces for people of all ages as part of new housing and regeneration projects being developed in the area.

5

RECOMMENDATION 5

Establish opportunities for people to come together to share resources and help each other e.g. older adults providing their time and expertise in exchange for support with shopping, transport, getting around the community.

6

RECOMMENDATION 6

Develop activities 'with' and alongside older adults to ensure there is a clear purpose. Too often activities are provided 'for' older adults without understanding their requirements.



**NEIGHBOURHOOD
THEME**

**AGE-FRIENDLY
LEITH**

CHANGING COMMUNITIES



Leith is experiencing significant change as a result of ongoing urban regeneration, which is the result of the expansion of the city centre in Edinburgh and this may be leading to gentrification on Leith Walk. The physical transformation of the area is challenging older adults' sense of familiarity and attachment to place. Age-friendly communities need to better understand and support the

impact of such changes on the lives of older adults. Older adults expressed a desire to a) retain and celebrate the sense of history and identity of the area and b) ensure changes support people to reconnect with their new environments. Important in retaining a sense of place is the preservation of community hubs, e.g. libraries which act as both a social and educational space.

“My ideal community rule is one where people respect and care for one another. So if there's anything wrong with somebody, like they used to do in the old days, without over-sentimentalising it, like if you needed a cup of sugar, you went to the person next door. You know, if you weren't well somebody would go to the shop for you. You know that sort of thing. And it was, you could go and have a cup of tea with someone, just something like that. But you know you had sort of friends or people. [...] So it was all done by social networks. And the social networks system is breaking down in many cases, and that's what's wrong with it.” (Transwoman, 64, Leith)



“Yes, and at that time there used to be a shop right at the top... and it was owned by a family [...] and you used to go in and buy cheese off a big block [...] and you could get loose sugar that they weighed on scales and a big butter slab. [...] And there were four fish shops and five butchers, there is neither now. [...] Not one fish shop or one butcher on Easter Road, so this community has no fresh meat...” (Female, 66, Leith)

INTERGENERATIONAL COMMUNITIES

Given the changing social mix in much of Leith, there are distinct opportunities for creating supportive intergenerational communities. This is not about labelling activities as 'intergenerational' and expecting relationships to be formed, but through the development of natural supports within the community around activities that are more

inclusive, e.g. role of social eating. This should include bringing younger and older people together around communities of interest (e.g. arts and photography). Many were keen to distance themselves from activities 'for older people' as wording can stigmatise and exclude and fail to accommodate the more 'inclusive' approach people want from an age-friendly community.

“ And through that Pilmeny Resource Centre, I've become part of, well, I'm on the committee for Leith Community Cinema, which is set up in Pilrig Church which is literally just over the road. [...] But it's only been going two or three years, so I was there almost from the start, and again it's intergenerational. There are people younger than me. There's some people older. Yeah, men, women, disabled, it's really nice...” (Female, 66, Leith)



“ Living in this neighbourhood, I love the busy street life. I live in a street which is essentially residential but it's only a brief walk up to Broughton Street and Leith Walk and there's every kind of commercial activity and the street life is very busy. A lot of people of all ages and that's very nice, although I'm in the older age group now, I love to see young people. That's young adults, and children in a variety of activities, if I'm not feeling inclined to join in at least I can see them and that's fun. I mean that's always entertaining.” (Female, 71, Leith)

VOLUNTEERING AND SOCIAL PARTICIPATION

There is a strong desire for older adults to be more involved in their community. Many still feel they have a lot to give to the community. Volunteering can bring positive impacts, e.g. helping people to remain active and facilitating opportunities to socialise and meet new people. Despite this, volunteering opportunities are not always available

or people feel there are barriers to taking advantage of them, e.g. physical mobility. Equally, forms of social participation are important for enabling a sense of purpose. Opportunities for social participation also need to target often excluded groups e.g. there is a lack of activities in the community to support socialisation amongst older men.

“ I come here because there are people with disabilities who sometimes need help with form filling and I help the centre with, oh, what's it called, fundraising forms, or sometimes meetings. They've certainly been a really welcome part just a few hundred yards from where I live. I don't have to travel two miles to go to a community centre or to come for a Saturday coffee or to take part in the community.” (Female, 66, Leith)



“ Before I came here, I looked on the site and I saw there was a park. It's just along the end of my road. And I could become a Friend of Pilrig Park. But that means I can help in cleaning up the park or with getting a mural painted, or we have family days there, so that is really nice. And the lovely thing with that committee is that it's families as well as older people.” (Female, 72, Leith)



RECOMMENDATIONS

RECOMMENDATION 1

Cultivate Age-Inclusive Communities through developing intergenerational supports around 'communities of shared interest'.

1

2

RECOMMENDATION 2

Social spaces and community hubs need to be preserved as part of the regeneration and changes in Leith so that that a sense of connectivity can be retained, e.g. community cafes as an important space to 'have a cup of tea and blether'.

AGE-FRIENDLY LEITH



3

RECOMMENDATION 3

Ensure that older adults can assume more meaningful roles in deciding, promoting and understanding changes that are happening in their neighbourhood, e.g. as advocates and champions in the local community.

4

RECOMMENDATION 4

Challenge the stigmatisation around old age through the positive labelling of community initiatives and ensuring older adults can undertake meaningful roles in old age.

5

RECOMMENDATION 5

Develop a volunteering strategy for Leith that ensures older adults are connected to volunteering opportunities where they can make a positive contribution.

6

RECOMMENDATION 6

Experiences of old age are not homogenous. Deliver opportunities for social participation that address the needs of different groups, e.g. across age, gender and ethnicity.



**NEIGHBOURHOOD
THEME**

**AGE-FRIENDLY
MORNINGSIDE**

HOUSING OPTIONS

The choice to live at home and in the community is compromised for a number of older adults living in Morningside. Some members of the community are living in large properties but are struggling to maintain the home environment – e.g. general upkeep, domestic chores and gardening – whilst others are ‘property rich’ and ‘cash poor’. More innovative and creative housing supports are needed to enable

properties to be adapted so that older adults can continue living at home e.g. home sharing or dividing existing properties into individual units. An appropriate spectrum of housing supports is required to meet the needs of individuals as they age in place. In addition, housing affordability is a key issue in Morningside, where private rental properties are ‘out of reach’ for most older adults.



“ *No, not enough housing for elderly, definitely not, no. They used to have, as I say, four in a block for the elderly, but now they’ve sold them all. Oh, we definitely need [more housing]. Yes, I mean, it must be quite difficult now for people who pay rents. I think the rents should be lower.”* (Male, 86 Morningside)

“ *We need housing that is for older people but it needs to be affordable and available locally. A lot of the housing in this area is expensive.... people want to be able to stay and age in their community and not feel as if they need to move away to get the housing supports they need.”* (Male, 78, Morningside)



SOCIAL ISOLATION

There is often the misplaced assumption that Morningside is an affluent community, where older adults experience a high quality of life with access to services and amenities they need. Whilst many felt that Morningside offered a great community to age in, the issue of

social isolation is a pressing priority for a number of older adults in the neighbourhood. Interventions are needed to ensure that hard to reach and vulnerable older adults (e.g. the frail, those experiencing cognitive decline, financially less well off) can access the supports they need locally.



“ *We need more help in the community, we do our little bit here and we know how much having a meal with somebody is important if you’re living on your own. [...] it just brings people out of their house, that’s what they say, if I didn’t have the Open Door [community centre], I probably wouldn’t go out all week, and I would like the thought there would be more for the community to help people who won’t go out or don’t go out, more contact for the elderly... company.”* (Female, 75, Morningside)

“ *And the priority, I would try and get more activities for the elderly. [...] I mean, it all depends what you’re attracted to. I tried a couple of courses, but they were so far away, you know? Need to make sure people of all abilities can access the supports.”* (Male, 86, Morningside)

GREEN SPACES - WELLBEING

Green spaces play a central role in supporting wellbeing in the local community. These include public parks alongside more quasi-private green spaces including community gardens. Green spaces provide restorative benefits (place to sit,

reminisce and think) as well as offering social spaces for family and community (bringing people together). However, green spaces are increasingly being incorporated into private housing developments instead of being open and public.



“ *It's all to do with a sense of wellbeing. They [green spaces in Morningside] make you feel good. As opposed to living in concrete canyons and just streets.” (Male, 75, Morningside)*

“ *Green spaces make you feel better in yourself. Sitting in a green space and escaping whatever it is... then there are families and children playing all the time so depending on what time of day you go you see different things. Now these spaces are slowly being taken over by housing developments and we're losing these spaces.” (Female, 75, Morningside)*



AGEING IN THE CITY

Morningside benefits from close proximity to the city centre, which opens up potential opportunities for older adults, e.g access to arts and culture. However, older adults do not feel as if the central part of Edinburgh is age-friendly and do not feel a sense

of connection to the city. Currently, the design of urban space often discourages sitting and spending time (city not seen as a 'dwelling space') and the programming of services and amenities do little to encourage older adults to use city space.



“ *I think it's probably quite difficult [for older people accessing the city]. I also think the crowd, especially in places like Princes Street, there are a lot of people walking round and they're just totally ignorant of anybody else. I think it probably puts people off to be honest.” (Female, 74, Morningside)*

“ *I don't have any reason to go into the town so much now, you know? I mean, in my younger days, Princes Street was an attraction because it was always busy and you had the gardens and you had the bandstand and you sometimes had bands playing there and dancing and that, but there's nothing like that now.” (Male, 86, Morningside)*

RECOMMENDATIONS

RECOMMENDATION 1

Deliver a spectrum of housing options and creative housing solutions for older people in Morningside e.g. private housing options alongside co-operative housing and assisted living that support changing requirements in old age.

1

2

RECOMMENDATION 2

Ensure a percentage of new housing developments deliver on flexible housing (housing that can be adapted across the lifecycle and with changing requirements) that is affordable for older adults.

AGE-FRIENDLY MORNINGSIDE



RECOMMENDATION 3

Ensure that social isolation is addressed as a key component of an Age-Friendly Morningside where supports e.g. opportunities for social engagement reach those that most need them.

3

4

RECOMMENDATION 4

Ensure that existing green space is protected as part of any future housing development and that new public areas are provided with open access to the community.

5

RECOMMENDATION 5

Ensure that the link spaces between home and community e.g. pavements, benches, crossing places are age-friendly, enabling people to access the supports they need.

RECOMMENDATION 6

Deliver an age-friendly strategy that connects older adults to the city through the design of a city centre that is 'walkable' and with programmes and activities that encourage older adults into the central parts of the city.



GLASGOW

PARTICK - GOVANHILL - EASTERHOUSE

GLASGOW: CITY PROFILE

Edinburgh has been the capital of Scotland since 1560. Situated on the River Clyde in the country's West Coast, Glasgow is the largest city in Scotland and the third largest city in the UK. Glasgow is undertaking several multi-million urban regeneration projects across the city centre. These regeneration frameworks are focused on a distinct place-making agenda, including transformations to the public realm, improving place connectivity and mobility and creating a vibrant urban core. Since 2007 there has been an annual increase in the city's population. Glasgow's estimated population for 2016 was 615,070, which represents an increase of 1.4% (8,730) on 2015's estimate (Understanding Glasgow 2016). When compared to other large cities in Scotland (i.e. Edinburgh, Aberdeen and Dundee), Glasgow has the largest percentage of ethnic minority groups (around 12%).

In the case of Glasgow, the relationship between diversity and regeneration is very significant: the city is currently undergoing an extensive programme of state-sponsored regeneration while experiencing both a reversal of its demographic decline and a migration-driven rapid ethnic and culture diversification. Yet, Glasgow is considered one of the most deprived cities in the UK. The difference in income deprivation level between our case study neighbourhoods is quite significant; whereas in Hyndland, Dowanhill and Partick East only around 7% of the population lives in income deprivation,

in Govanhill and Easterhouse that percentage is 25 and 30, respectively.

Since 2007 Glasgow's population has recorded a steady annual growth. For Census 2011, older adults aged 65 and over comprise 13.9% of Glasgow city population, compared to 16.8% for the whole of Scotland. According to the National Records of Scotland projections, Glasgow population will increase by 7% in the period of 2014-2039, which represents 40,000 people. Indicators for health and wellbeing in Glasgow are significantly lower than the Scottish average. In terms of social care and housing, 39.2% of people aged 65 and over with high levels of care needs are cared for at home, compared with Scottish average of 35.2%. The population density and levels of income deprivation between the three case study neighbourhoods Easterhouse, Govanhill, and Hyndland, Dowanhill and Partick (East) among other indicators vary significantly, however the proportion of older adults is relatively similar in all three neighbourhoods.



GLASGOW NEIGHBOURHOODS (SOURCE: OPEN STREET MAP)

HYNDLAND, DOWANHILL & PARTICK PROFILE



Hyndland and Dowanhill are both considered mostly middle-class residential areas; average housing prices in the area are higher than both Glasgow and the rest of Scotland. The area is defined by quiet streets and red sandstone Victorian and Edwardian tenement buildings and townhouses, usually with private communal gardens. However, similarly to many other areas of the West End, continual development with several buildings and spaces being converted into flats has raised concern among residents who have highlighted increased gentrification in the area. Partick on the other hand is considered both commercial and residential.

Among all of Glasgow neighbourhoods, Hyndland, Dowanhill and Partick East has the

highest proportion of adults (82 percent) with 'higher and above' level qualifications. The ethnic composition is predominantly White (British or Irish). In terms of transport, the area is served by several bus routes, and by Hyndland railway station with both North Clyde and Argyle lines offering a direct link to central Glasgow in under ten minutes.

GOVANHILL PROFILE



Govanhill has always been a multi-cultural and multi-faith area, with an ever-changing and diverse migrant population. The area has long struggled with high levels of social deprivation. Govanhill has also experienced considerable external stigmatisation and labelling, an issue the local community are keen to challenge. In terms of life expectancy, women in Govanhill live, on average, nearly seven years longer than men. The estimates of both male and female life expectancy in Govanhill are similar to the Glasgow average. The area has a high proportion of overcrowded households and a low proportion of households with one or more cars compared with the Glasgow average. Approximately a third of the population of Govanhill are from an

ethnic minority, a significantly greater proportion than the Glasgow average.

In terms of population change, the overall population of Govanhill increased by only 1% between 1996 and 2012 and this was mostly in the 45-64 age group. The percentage of the total neighbourhood population from a minority ethnic group increased from 19% in 2001 to 33% in 2011.

EASTERHOUSE PROFILE



Easterhouse was established in 1955 as one of Glasgow's peripheral housing estates contained thirteen local authority housing schemes as part of the Greater Easterhouse area, with almost exclusively working-class households. More recently, the Easterhouse area has benefitted from continued regeneration monies including the development of a new retail centre at Glasgow Fort, the Bridge community centre and a new Integrated Health Centre. Moving forward, The Shandwick Centre in Easterhouse town centre will be redeveloped as a long-term commercial asset for the city and there are plans to build a number of

new homes in the area. Alongside this is a ten year plan for the area entitled 'Thriving Places' focused strengthening and empowering local community groups.

In Easterhouse, nearly 60% of the population aged 16-74 is economically active; around 40% remain economically inactive whilst 13.7% have never worked or are long-term unemployed. Children make up over a fifth of the population (21%) but there is a lower proportion of older people (11%) than in Glasgow as a whole. Rates of claiming unemployment and disability related benefits are higher than the Glasgow average as are levels of deprivation and child poverty.

GLASGOW
THEME 1
AGEING IN PLACE



SENSE OF PLACE

Ageing successfully in place is dependent on addressing social isolation and exclusion, being active and ageing successfully at home. Home is a place of positive memories and strong emotional connection. It is important to age in a place that supports independence, autonomy and choice. Neighbourhoods need to

provide spaces for social interaction and engagement, which promote a sense of community/collective identity. The ability to move around public spaces is also important for older adults, so barrier-free access to the community and using public transport are key priorities.



...doesn't matter what age we are, and how decrepit we are, we're entitled to that, because I've no sight on this side, so I've got loads of issues so I can't do things. So your right is what everybody else's is, to be able to use transport, subways, the whole lot."
(Female, 76, Partick)



PARTICK, HYNLAND AND DOWANHILL



I was brought up in that house. I get emotional [thinking about the house]. I got married there as well. It brings back a lot of memories. I was in for a house down beside my daughter and it was a wee bungalow. I went to see it, I could have taken it. I didn't bother with it, and as I say it's the idea of moving away. Well I've been here since I was six so I've got a lot of memories." (Female, 64, Easterhouse)



GOVANHILL

NAVIGATING PUBLIC SPACE

Older adults in Glasgow often find it difficult navigating public spaces within the community. Barriers to moving around include a lack of access for disabled older adults, the absence of crossing places, inadequate seating and poorly maintained outdoor spaces. A general lack of

place maintenance (potholes, poorly maintained pavements, ice and leaves) presents additional barriers compromising the ability to reach key services in the community and excluding many from accessing opportunities for social participation.



EASTERHOUSE



PARTICK, HYNLAND AND DOWANHILL



If you're going to visit friends, if you're going to the shops, if you're going to clubs, you've got all these things to negotiate. Like dangerous roads, snow and ice, whatever, the distance involved and so on. People would like to get out and socialise, and people would like to go to clubs, people would like to go to the shops. But it's just that oh god, you know, do I need all that grief?"
(Female, 78, Partick)



This is the bus stop into town... this is the point. See the stairs. There is no access for a wheelchair. If you want to get to the bus stop you have to go that way to the end, turn left, turn right and then get onto a path. There is no direct route." (Female, 70, Easterhouse)

SAFETY AND SECURITY

Issues of crime and safety are key factors impacting ageing-in-place, with older adults feeling insecure and vulnerable when using public spaces, particularly in the evening. Many feel anxious about leaving their home, which acts as a barrier to engaging in the community. In response, people

do consciously map safer routes to their destination which avoid certain areas of the neighbourhood. Other strategies to 'feel safe' include walking in busy streets, adopting safer modes of transport (taxi instead of walking) and relying upon friends and family to get around.

“ A lot of folk are afraid to come out on their own, the elderly, so they are. But it's getting worse, you know. Especially that bit down there. Some folk are afraid to go out on their own.” (Female, 72, Govanhill)

“ Tomorrow night I've got a cooking class, but I get a lift up and a lift back because the session is at night at half past seven and I don't like hanging about bus stops at night. So one of my friends in the church comes and collects me for that and brings me back home” (Female, 78, Partick)



GOVANHILL



PARTICK, HYNLAND AND DOWANHILL

GREEN SPACE

Quality green spaces help create more age-friendly environments and have a positive impact on people's health and wellbeing. In Glasgow, green spaces include a range of private spaces (private back gardens/ community gardens) as well as public parks. Green spaces provide a form of relaxation and a place to reminisce. These places are also seen as opportunities for bringing the community together,

reinforcing a sense of collective wellbeing. In some areas, green space is seen as under-utilised (due to a lack of maintenance and programming of activities within those spaces), providing little in the way of attraction for the local community. Issues of safety and security are also potential barriers to accessing parks and green spaces.



GOVANHILL

“ I'm 56 years [living] up here, and I'm doing up my own [community] garden. I never wanted to garden before, but I'm right into it now. And that's my work in my spare time and I grow things. It also brings people together, sharing ideas with each other and working together as a community.” (Male, 65, Easterhouse)

“ I suppose older people can go and sit there and read the paper or whatever they want to do ... it provides a sense of calmness, getting away from things, being on your own.” (Female, 65, Govanhill)



PARTICK, HYNLAND AND DOWANHILL

RECOMMENDATIONS

RECOMMENDATION 1

Outdoor spaces: Design and implement activities and programmes that encourage people to get outdoors and connect with spaces (e.g. fitness walks, history walks, social events).

1

2

RECOMMENDATION 2

Public spaces: Ensure all public spaces are planned to encourage 'dwelling' and 'sitting' e.g. specific focal points and the provision of benches and other 'social furniture' within parks.

AGEING IN PLACE



3

RECOMMENDATION 3

Crime and safety: Develop an integrated approach to addressing crime. Design interventions (e.g. increased public lighting), reduce fear of crime (challenge negative perceptions) and support vulnerability (ensuring befriending supports in place to help navigate unsafe environments).

4

RECOMMENDATION 4

Barrier-free access: Design spaces between home and community that are free of physical barriers for older adults including the provision of seamless public transport.

5

RECOMMENDATION 5

Housing transitions: Address the negative impact of moving house in old age by providing practical and emotional support to older adults before, during and after the move.

6

RECOMMENDATION 6

Lifetime Homes and Neighbourhood: Deliver genuine 'Lifetime homes and neighbourhoods'. Provide older adults and their families with suitable accommodation that can be adapted over the lifecourse. Challenge existing models of sheltered housing that can be institutional.



GLASGOW
THEME 2

**RESPECT AND FEELING
VALUED**

SENSE OF PLACE

Feeling respected and valued is important to older adults. People do not perceive themselves as 'old' and want to be treated as an individual and a member of the community. We need to challenge negative societal perceptions and stereotypes of an older person as someone to be 'pitied over' or 'helped across the road' [old

age should not be seen as a period of dependence]. Older adults contribute in many and varied ways to their communities (formal civic roles, volunteering, community support groups, helping out neighbours) so have a vital role to play in supporting sense of place at a neighbourhood level.

“But that’s my idea that you’re [as an older person]... you’re not just disregarded because you’re old, you know, that kind of two-way without being patronised by other people. You are allowed to be who you are.” (Female, 69, Govanhill)

“I don’t tend to feel myself as being old. We have lived here for 30 years so I still think I’m the same person walking down the street, but then again maybe other people don’t see it that way. So I don’t feel any different. I don’t feel any sense of being an older person in the community... someone to be pitied or helped over the road.” (Male, 64, Partick).



PARTICK, HYNLAND AND DOWANHILL



EASTERHOUSE

RESPECT AND FEELING VALUED

Feeling respected and valued is an important aspect of living in an age-friendly community providing older adults with a sense of visibility and recognition. Older adults often feel there is a lack of respect from others (members of the public and transport

providers) when moving around the community and on public transport which creates a feeling of alienation and exclusion.

“People that work on the buses now are not interested in the people that travel on them. They don’t even pass the time of day, good afternoon, good morning, nothing. They just sit there, automatons I call them. No, see etiquette is out the window now. Because of all this rubbish, equality, it’s all rubbish. I mean it used to be if you, I mean and sometimes I would actually say to somebody, if I see an old person standing and a young person sitting you’d say ‘excuse me’ but you know. Give the old person a seat. Doesn’t happen now, nothing happens.” (Female, 72, Govanhill)



PARTICK, HYNLAND AND DOWANHILL



EASTERHOUSE

“[I was] on the bus to pay my fare. So I’d forgotten the bus pass because I’d changed handbags and I was just going to say, it was 20p or something. [...] And he just said I’m taking you to the police station... he was going to take me to the police station, I said ‘let me off this bus’.” (Female, 86, Easterhouse)

MAKING A POSITIVE CONTRIBUTION

People do not want to be treated differently by virtue of their age; rather they want to be treated as an individual where freedom and choice are respected. Older adults want to be seen as valued members of the community, where knowledge and expertise are appreciated and where

older adults are supported to make a positive contribution. Interventions at a local level tend to adopt a one-size-fits-all approach, assuming all older adults want the same thing, which fails to support individuality and choice in old age.



PARTICK, HYNLAND AND DOWANHILL



GOVANHILL

"I'm not aware of not being respected. Of course what one wants to do is to be useful - I can stand up for myself." (Female, 80, Partick)

"People tend to think that when you reach 65 that this is what you want. This is good for older people. But people are individuals and we want to be able to exercise that choice as other groups are free to do." (Male, 72, Easterhouse)

MEANINGFUL ENGAGEMENT

Opportunities for civic participation and engagement in resident organisations give people a sense of value and purpose in old age. Yet consultation and engagement is often seen as a tick box exercise. Resident groups often come together to make recommendations to improve their communities but feel let down by a

lack of action from those responsible for change and where the 'wisdom' of older adults is undervalued. Genuine attempts by the local community to bring about positive change are often thwarted, leading to feelings of disempowerment. This leads to a sense of frustration and helplessness amongst some older adults.

"We'd tell them our grievances, and what we wanted, things to do. Now, every time somebody came from the council, 'oh we can't do that, we can't do this, we can't do that, we can't do the next thing'. They kept us back at every turn. It was totally frustrating. That's why I left [civic group] because I got so frustrated with the whole idea. Why are these people strangling us, keeping us back from what we want?" (Female, 73, Govanhill)



GOVANHILL

"They're going to do what they want to do, aren't they? They might say we need your opinion but they do what they want. They'll see you but they're not really listening to you." (Female, 64, Easterhouse)



EASTERHOUSE

RECOMMENDATIONS

RECOMMENDATION 1

Deliver 'inclusive communities' that foster respect - this can lead to a sense of visibility and acceptance in old age which in turn make people feel valued in society.

1

2

RECOMMENDATION 2

Develop mutual respect across generations - if intergenerational groups are to work, then they need to start from the basis of familiarity i.e. trusting and knowing one another. Age is a stage not a status.

**RESPECT
AND FEELING
VALUED**



3

RECOMMENDATION 3

Implement activities and programmes for intercultural dialogue. Specific activities within the community are needed where cultural beliefs, ideas and values can be shared but in a more informal way e.g. one-off carnivals, storytelling.

4

RECOMMENDATION 4

Empower Communities: Residents can be empowered when they have access to information about what is happening in their communities and can influence decisions that impact them. More active listening is needed.

5

RECOMMENDATION 5

Training: Sensitivity training and education programmes for service providers are needed in order to be more empathic towards the place-based needs of older adults, e.g. to support those living with dementia to move around the community.

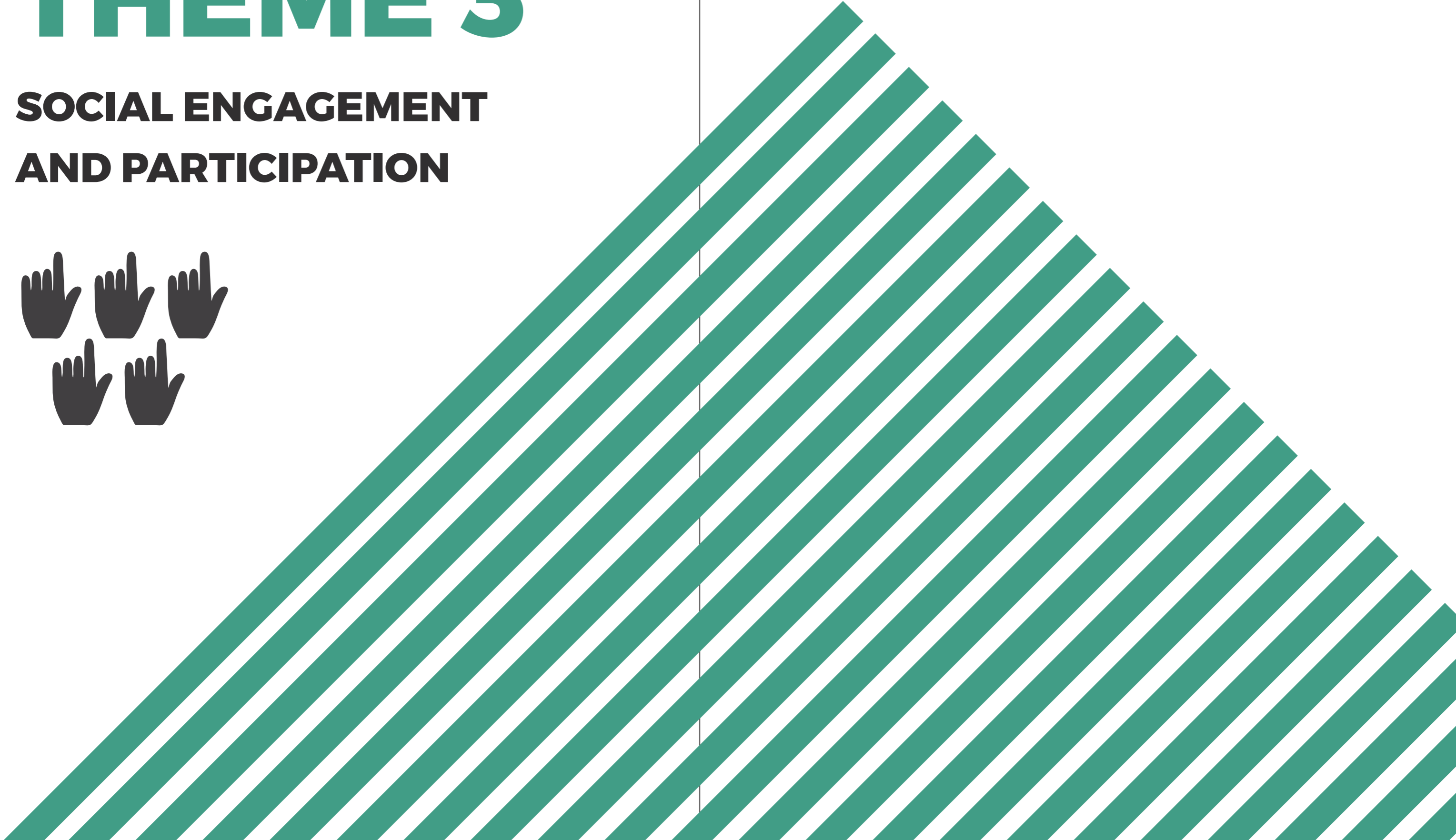
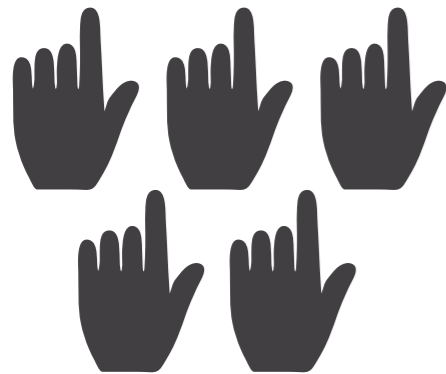
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RECOMMENDATION 6

Ensure pathways are in place for all older adults to make a positive contribution through involvement in decision-making processes at a city level i.e. trusting and knowing one another.

GLASGOW THEME 3

SOCIAL ENGAGEMENT AND PARTICIPATION



SENSE OF SPACE

An age-friendly community provides opportunities to support meaningful social participation amongst older adults thereby enabling them to lead active lives. In addressing social exclusion, having opportunities to keep active in a mental and physical sense is important e.g. arts classes, exercise groups, and enabling older

adults to 'meet' other people. Equally, social participation in group activities provides opportunities to share experiences and everyday problems within a confidential and non-threatening environment.



EASTERHOUSE



PARTICK, HYNLAND AND DOWANHILL

"The centre gives me skills that I didn't have before. Everything that I'm involved in is very beneficial healthwise, mentally, physically, and the company is the be all and end all, because I sat one night and I came to a decision about the people. I know when I come in, I've got these people, not just them, but I've got these people who I can talk about what's happened all week, and we can do different things. So, it's a big support for me... I don't know what I would do if it wasn't here." (Female, 76, Partick)

INTERGENERATIONAL SUPPORT

Intergenerational supports are important to facilitate the exchange of skills, knowledge and time to enable ageing in place and foster more vibrant communities. Existing spaces within communities and

neighbourhoods (outdoors and indoors) have the potential to bring different age groups together to allow for the development of mutual learning and trust.

"We have groups in here who come in and they interact with some of the young ones that come in here. So the young people, plus pensioners are not scared 'oh young people are going to try and mug me'. They come together and share ideas. I see quite a lot of elderly people walking about and not being frightened whereas in other communities older people have said they won't go here or there." (Male, 62, Easterhouse)



GOVANHILL



PARTICK, HYNLAND AND DOWANHILL

"I wouldn't want to be living in a community that's exclusively for older people. [...] my mother's 91, she continually talks about how she doesn't want to go out with these old folks. You know there's a lot of people like her. I think proper communities are the better for having that. [...] Yes, replicate the real world, the microcosm of the inner city." (Male, 64, Partick)

OPPORTUNITIES AND INTERESTS

People want to participate in creative and enjoyable activities that enable the development of new skills in old age. Whilst scheduled programmes and activities are often available they do not suit all older adults. Formal activities organised through community centres are often associated with an 'older' generation

which a number of participants were keen to distance themselves from. Activities within the local community tend to 'lump people together' regardless of age, gender and ethnicity e.g. men not having places in the community to go and a lack of cultural activities for ethnic minority groups.



GOVANHILL

"I would love to do something artistic, if they ran classes like mosaics or painting or something, I would love something like that. Because I worked all my life and I've never really had a hobby as such. And I don't think I am that artistic but I would love to try." (Female, 62, Partick)³, Leith)

"One of the big issues for me is when people are looking at services for older people and some of the isolation things tend to lump us all together. Let's have a lunch club or let's have this, let's have a... I think let's have freedom, good health. Let's have some absolute encouragement about different things but it needs to start much younger." (Female, 66, Govanhill)



GOVANHILL

INFORMATION AND COMMUNICATION

A number of older adults still rely on traditional methods to find out what is going on in the community – e.g. word of mouth, notice boards. Yet this is dependent on older adults being connected to people and communities, with the hard to reach often excluded. The increasing 'internetisation of services' is problematic, where people need to be digitally connected to access

information and supports, which when not achieved, risks social exclusion. Though a number of older adults engage with social media there is also an inherent distrust of technology. There is a need to expand training in computer skills for older adults, particularly housebound individuals who may gain most from using technology to access key services.

"No, we don't get local newspapers. [...] No, that's not even a local newspaper, the Metro. [...] Whereas you've got the Coatbridge Advertiser and the Airdrie Advertiser and that gives you everything that's going on in the areas and things. We don't have anything like that." (Female, 70, Easterhouse)



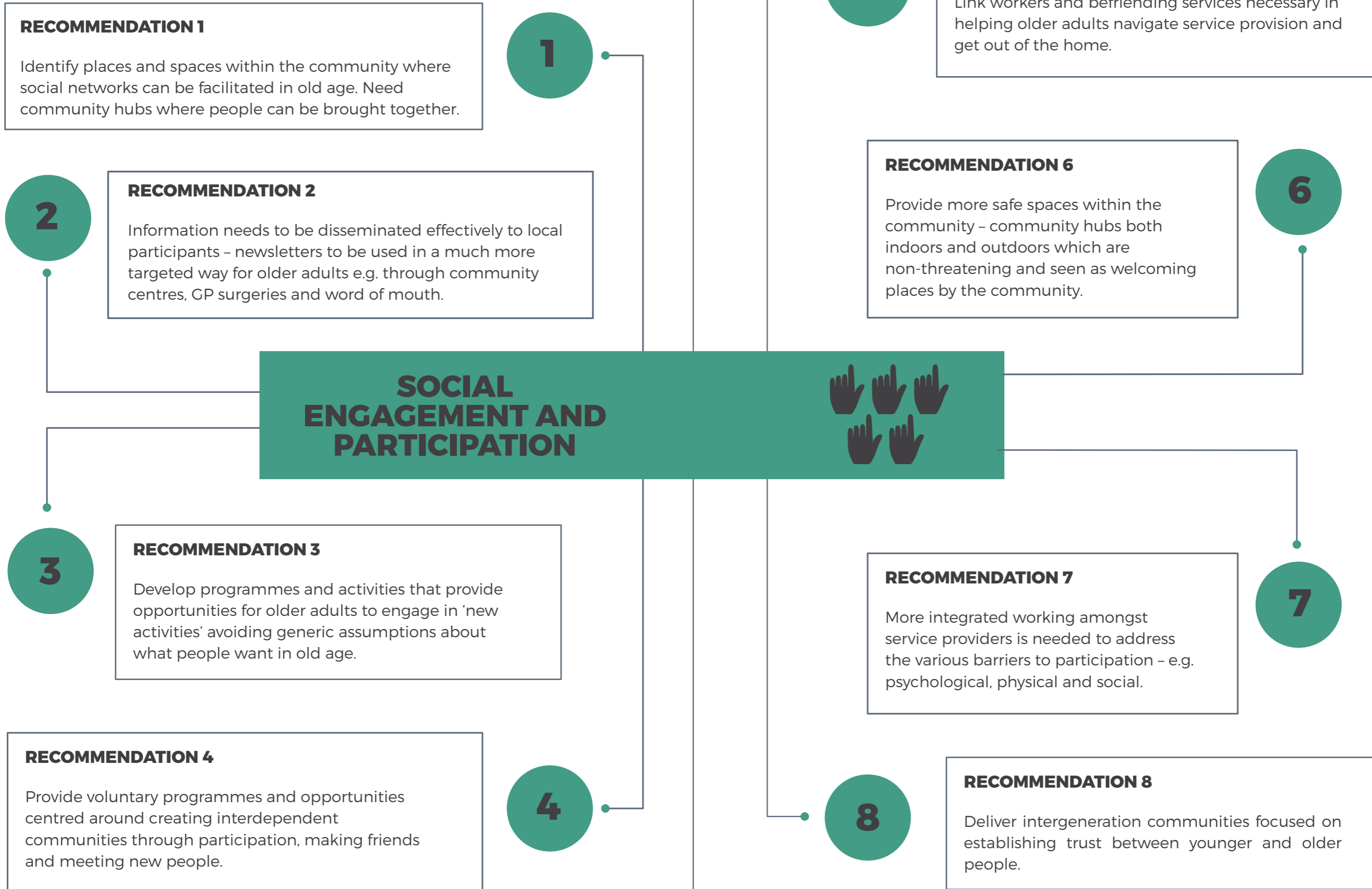
PARTICK, HYNLAND AND DOWANHILL



EASTERHOUSE

"Stop assuming that everybody has access to the internet, or they provide older people with access to internet because anything that I know from round about here I get from online, on Facebook, on Glasgow Live website and all the rest of it. If you've got a question from any of the services and there's a long queue on the phone, they say blah blah and you can ... our operators are busy but you can access the information on the internet and I mean I've got access to the internet but that really makes me want to smack the phone off the wall, you know." (Female, 65, Govanhill)

RECOMMENDATIONS





**NEIGHBOURHOOD
THEME**

**AGE-FRIENDLY
PARTICK, HYNLAND
AND DOWANHILL**

CONNECTED COMMUNITIES

Connected communities are defined as communities that offer opportunities for older adults to feel useful, socially engaged and able to contribute to society. Establishing these connections depends on having place-based supports – e.g. community centres that offer opportunities for people to connect. There are various places in Partick which help older adults to feel part of a connected

community – e.g. the Annexe offers the opportunity to discover new interests and develop skills alongside social engagement with others. There is however a need for more information and awareness around ways in which people can connect. At-risk groups (e.g. those that are frail, experiencing cognitive decline, severe mobility needs) are particularly isolated and disconnected from the community.



“ So this place has given me an outlet because it ... saves you taking anti-depressants. This is your anti-depressant here. Coming here. I love coming to positive lifestyle on a Thursday. It sets you up for the weekend.” (Female, 71, Partick)

“ The Annexe has been a lifeline for me. To get out and about. The chance to learn something new but also make new friends. There are a lot here that I now know. This place has saved my sanity.” (Female, 81, Partick)



INTERGENERATIONAL NEIGHBOURHOODS

Older adults want their neighbourhood to be intergenerational and inclusive. An intergenerational neighbourhood should offer spaces, facilities and services that foster interaction and help build strong social networks across generations while also offering opportunities for community engagement and learning exchange. Everyone involved in intergenerational activities need to see the purpose of being there together, otherwise

social contact can deepen differences and negative attitudes towards each other. Regular activities could range from skills development between generations (e.g. computer skills, book club, cooking, art crafts) to activities different generations can enjoy together (e.g. trips). Libraries (e.g. Partick library) and community centres (e.g. The Annexe) can act as intergenerational spaces for bringing people of different ages together.



“ We don't just want activities for older people. There needs to be opportunities to bring younger and older people together. We have plenty of spaces in the community. But needs activities which allow for skill sharing and have some community benefit.” (Female, 72, Partick)

“ There are opportunities for younger and older people to come together. However, these need to naturally happen in public spaces and in the community.” (Female, 85, Partick)

HOUSING AND HOME

There is a strong desire to age at home surrounded by support networks and services to sustain a high quality of life. Emphasis is on ageing in a place that supports independence, autonomy and choice whilst providing a sense of safety and security. Even when experiencing mobility difficulties older adults have strong psychological and emotional attachment to their home, linked to memories and

lifetime events. The housing stock in Partick often consists of tenement style properties that are difficult to adapt in old age. Conversely, access to aids and adaptations are inconsistent and home help does not often provide the social support that people require. There is a need to see housing as part of the 'whole picture' and in the nested context of age-friendly neighbourhoods.

“My home is important to me. It's where I've spent most of my life. It's the things I have done here, the people I am surrounded by, the community I know.” (Female, 82, Partick)

“Just the quietness is the main thing for me and it is a lovely area. So for my age this is ideal. It's quiet and I feel secure here. I feel safe here. That's the main things for me about this area.” (Female 62 Partick)



RECOMMENDATIONS

RECOMMENDATION 1
Provide better access to information, but more importantly, ensure that once a person receives the information they are motivated to come along.

1

2

RECOMMENDATION 2
Get buy-in from community providers to support intergenerational work and open up spaces for younger and older people to come together.

**AGE-FRIENDLY
PARTICK, HYNDLAND
& DOWANHILL**



3

RECOMMENDATION 3
More activities and places are needed bring together older and younger people centered around sharing ideas and skills rather than one way transfer of skills.

RECOMMENDATION 4
Move away from portraying older people as a vulnerable/at risk group. Use more positive language in programmes and campaigns. Not “this is what we can do for you” but “this is what you could contribute to/with”.

4

5

RECOMMENDATION 5
Provide community connectors – individuals (could be older adults) who link older adults with key community places and people that can offer support.

6

RECOMMENDATION 5
Deliver homes for an ageing population as part of mixed communities (of varying ages, families, housing types), rather than segregating older people.

7

RECOMMENDATION 7
Home help is important to allow older adults to stay at home. They need to deliver company and time, not simply a minimal service for care and medication.

8

RECOMMENDATION 8
Ensure investment is channeled to communities and local organisations e.g. Third Sector and local residents.

9

RECOMMENDATION 9
Change the focus of ageing supports to one which focuses on the strengths of older people and what they can offer society in terms of cultivating a sense of community.



**NEIGHBOURHOOD
THEME**

**AGE-FRIENDLY
GOVANHILL**

SOCIAL PARTICIPATION

Opportunities for social participation are important for enabling older adults to make a positive contribution to their community. Yet there are a number of challenges to getting involved in local activities. Many do not feel informed about what is going on in the local community and are cut off from accessing information about services. Even when people are aware,

there is a lack of effective transport which makes it difficult for older adults, particularly those with physical limitations, to attend programmes and activities. Importantly, feelings of insecurity can be a key barrier to social participation – fear of using outdoor spaces prevents many from leaving the home.

“There’s a lot to do in Govanhill if you can find it. I go to an arts class and I do things by myself but also as a group. It gives you the chance to meet people and socialise. It keeps the brain ticking over.” (Female, 65, Govanhill)

“Getting around the community is not easy, particularly at night... there is the fly tipping... then there are the places you wouldn’t go day or night such as Allison Street and Govanhill Park. Not as an older adult, no. It does make you feel vulnerable. You’re not going to go and meet people or attend this and that if you’re scared of getting there.” (Female, 85, Govanhill)



INCLUSIVE COMMUNITIES

Being part of an age-friendly community requires developing inclusive communities which support older adults from different cultural groups to age-in-place. To develop an age-friendly Govanhill that is inclusive of all groups requires opportunities to come together to share beliefs,

values, goals and practices. Inclusive communities foster respect – respect of one’s culture can lead to a sense of visibility and acceptance in old age which in turn makes people feel valued in society – but there need to be the spaces within the community for this to happen.



“ We need to identify spaces within the community that foster integration... the Govanhill library or park... but people need to find out about these spaces and what they offer. We know... well some of us do... that different groups have a lot to offer and we know we are better together but need to make this happen.”
(Female, 78, Govanhill)

“ We keep removing resources. This is very problematic... there is no co-ordination. We haven’t got the community workers or the social workers that act as the people to bring groups together. What happens is that funding has been cut so we tend to group all BME communities rather than considering how older adults across these communities have unique characteristics and needs.” (Male, 89, Govanhill)



HOUSING AND HOME

Ageing at home is important for older adults, yet is dependent on there being a close fit between the older person and home environment. Many feel that housing options available in Govanhill are not appropriate for older adults (not age-friendly, disability friendly or dementia friendly). Many experience vulnerabilities within their homes which are made more acute in

old age – e.g. difficulties in taking the stairs when living on the top floor of a tenement building, where there is no space for a chair lift, navigating long access corridors and stairs and walking to put the rubbish out. Older adults expressed a need to be provided with the supports to age independently at home through integrated physical, social and technological assistance.

“ It’s not good ageing at home if I can’t get from my flat to the bottom of the stairs. It’s a real challenge for those ageing in tenement blocks. What do you do? You cannot change all those old buildings. The solution is to ensure older adults have priority for ground floor apartments.” (Female, 77, Govanhill)



“ The problem is that older adults aren’t seen as top priority. We need to be thinking about how housing for older people can be part of new developments. Ideally located on the high street or in the centre, where people can access those supports. There is a lot of old housing in Govanhill that is sub-standard and it does worry you when you get older.”
(Female, 72, Govanhill)

RECOMMENDATIONS

RECOMMENDATION 1

Deliver walkable neighbourhoods for older adults which address security and safety, place maintenance and barrier-free access as indicators of walkability. It is not just about proximity.

1

2

RECOMMENDATION 2

Transport initiatives need to ensure 'door to door' provision. Investment is needed in local free bus initiatives alongside informal interventions at a local level - e.g. car-pooling as well as retrofitting existing transport (e.g. working elevators at all subway stops)

AGE-FRIENDLY GOVANHILL



3

RECOMMENDATION 3

Develop whole system interventions to age-friendly cities that draw in health and social care services (more day care facilities), community organisations, transport providers, crime and safety to provide the physical, social and psychological supports that make a community age-friendly.

4

RECOMMENDATION 4

Ensure housing interventions and allocations are in place for older adults to stay within their own community - ensure older adults have access to ground floor properties, provide affordable housing and repurpose existing buildings as housing stock for older adults.

RECOMMENDATION 5

Establish 'community champions' representing each cultural group who have the resources to develop programmes and activities - e.g. events to celebrate cultural values, English language classes delivered by and to older adults, history tours of the local community.

5

RECOMMENDATION 6

Identify places within the community that can support inter-cultural exchange and dialogue and deliver programmes and activities to make that happen.

6

RECOMMENDATION 7

Ensure older adults are integrated into the design of policy and planning guidance (including areas plans) specifically addressing housing and social provision.



**NEIGHBOURHOOD
THEME**

**AGE-FRIENDLY
EASTERHOUSE**

COMMUNITY ENGAGEMENT

Engaging in the community is important for older adults, providing people with a sense of companionship and connection. Whilst a number of people feel there are positive benefits to engaging in community spaces (such as the Phoenix Centre and the Platform) loneliness and isolation

are still a key concern in Easterhouse. There is a need to find effective ways to reach out to people and communicate broadly about the activities and services on offer. There are specific barriers to men participating as they do not have the networks of support and community spaces available.



“ They know everybody. You see that’s the good thing about the club is when the club started up. Yes, certain people knew certain people. But they didn’t know the other ones. They know everybody now. So if you go into a place and everybody that’s sitting there, say 30 people sitting there for talking’s sake, and you know everybody, and everybody knows you, you don’t feel left out. You feel part of it. You’re one of them.” (Male, 62, Easterhouse)

“ It’s the coming together. We sew and make quilts and things but it’s the people. I don’t know what I would do without this place.” (Female, 82, Easterhouse)



HOUSING AND HOME

To remain at home and access communities in an independent, comfortable and safe way is important to older adults in Easterhouse. Aids and adaptations have a key role to play in keeping people at home. However, there are concerns that adaptations are a symbol of 'being old and dependent' and some older adults would prefer to struggle than have their homes adapted. Additionally, supports to remain at

home are mostly available as 'formal care' yet older adults sometimes need other forms of help and support, such as hanging a picture on the wall or changing a light bulb. Housing availability is also problematic in the area, with a lack of housing choice and downsizing options - e.g. people may want to downsize but still want space, a room for visitors to stay and a small garden.



"I've got my mobility scooter but I just find it difficult to get out of the house now. A lot of my friends and people I know are no longer here." (Male, 74, Easterhouse)



"I don't want to go far from here now. I would know nobody. I know my neighbours, I know the women in the next building. Her mother was my neighbour the last house I lived in. So I know that girl, we say hello to each other, things like that. And one of the women who goes to the club I'm going to today, I mix with her quite a bit. It's the people you know that you miss, just seeing familiar faces, that's what it's all about, seeing the familiar faces." (Female 86 Easterhouse)

GREEN SPACES

Quality green spaces help create age-friendly environments and have a positive impact on people's health and wellbeing. In Easterhouse, residents feel that whilst there are large areas of open green space, these need to be transformed into usable space that provides a place for people to 'sit and relax', and as a place to meet up.

Existing green space in Easterhouse is often in a state of disrepair, unusable and not maintained. Older adults feel vulnerable using green spaces. More effective means for using green space need to be found in consultation with the local community - e.g. integrating community gardens into existing open space.

"We are surrounded by green spaces. However, we can't use them. So much potential to make good use of these." (Female, 84, Easterhouse)

"Being outdoors. Doesn't everyone want to be outdoors? It's the places where people can come together." (Male, 68, Easterhouse)



RECOMMENDATIONS



An aerial photograph of the Manchester city skyline during the golden hour of sunset. The sky is a mix of soft orange and pale blue, with a few wispy clouds. The city is densely packed with buildings of various heights and architectural styles. In the foreground, there's a large construction site with cranes and a partially completed structure. A river or canal winds through the lower right portion of the image. The overall atmosphere is warm and urban.

MANCHESTER

BAGULEY - DIDSBURY - RUSHOLME

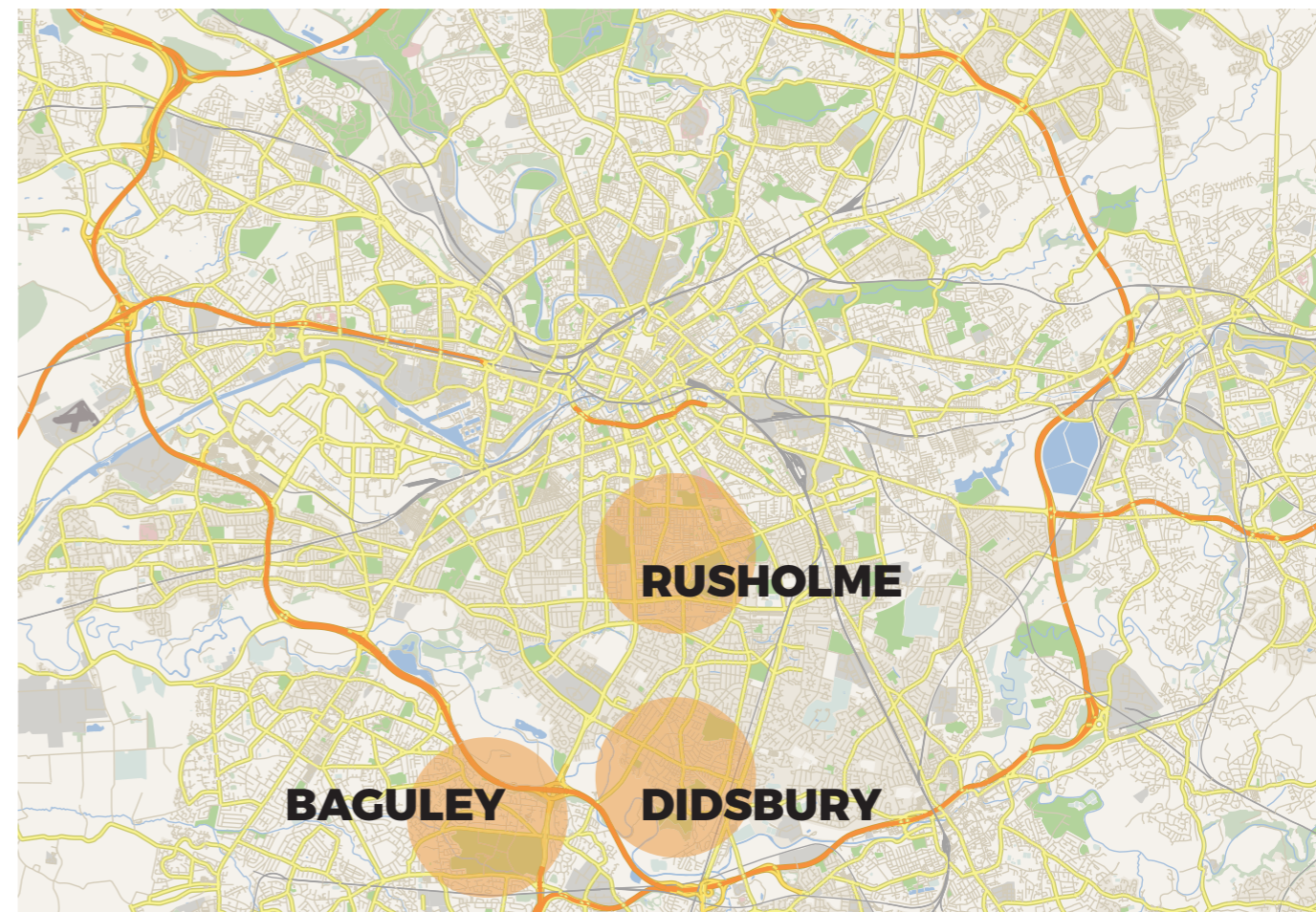
MANCHESTER: CITY PROFILE

Manchester is a city in the borough of Greater Manchester with a population of approx 530,000 (as of 2015). In terms of the older adult profile for the city, whilst the city itself recorded growth of around 1.8%, the proportion of Manchester's population of pension age has fallen. There was only a slight rise in absolute numbers of older adults living in Manchester between 2001-2015. 9.4% of Manchester's population were estimated to be aged 65+, compared to 17.7% of the population in England (MYE, 2015). The decline up to 2011, particularly in the 75-79 age group, reflects the gap left by the exodus of young adults seeking work elsewhere as Manchester's manufacturing industry contracted in the mid-60s. The number of residents aged over 90 has remained static. The 2012 figures for 65-69 year olds show a marked increase on 2011, resulting from 'baby boomers' reaching pension age. The number aged 70 and over has stabilised since 2011, however the increased 65-69 age group ages on those aged 70-74 have started rising.

An analysis of geographical spread across cities reveals a mixed picture in terms of where older adults reside showing significantly lower proportions in the city centre (see fig 5.5). For older people, Moston ward had the greatest proportion of 65+ year olds (16.3%), followed by Brooklands (14.9%) and Higher Blackley (14.4%). City Centre had the smallest proportion of 65+ year olds (2%), followed by Hulme (3.5%) and Ardwick (5.8%). As a neighbourhood, Wythenshawe and Northenden

had the greatest proportion of 65+ year olds (14.3%) while Moss Side, Hulme and Rusholme had the smallest proportion (5.2%). Projected population change data 2004-2014 (fig 5.6) reveals that most wards have proportionately lower numbers of older adults than ten years previously. Baguley has seen a 10% reduction in older adults whilst Rusholme has seen a 5% reduction and East Didsbury an increase in 3%. The Index of Multiple Deprivation measure allocates a score for each super output area according to Income, Employment, Health deprivation and Disability, Education Skills and Training, Barriers to Housing and Services and Crime and Living Environment. Manchester had 115 lower super output areas (LSOAs) amongst the 10 per cent most deprived in England in the overall 2015 Index of Multiple Deprivation (IMD) representing 40.8% of the district. Of the 32 wards in Manchester, Baguley ranks the 6th most deprived of 32; Rusholme ranks 17th of 32 and Didsbury East 31st of 32. When comparing IMD data for 2015 with 2010 there has been some improvement for Rusholme, whilst Didsbury has remained fairly static and Baguley has moved down 6 places.

C
Population data for the three case study neighbourhoods reveals that 9% of the total population of Rusholme are aged over 60, 18.3% for Didsbury and 17.9% for Baguley. These figures compare with 12.7% for the City of Manchester as a whole.



MANCHESTER NEIGHBOURHOODS (SOURCE: OPEN STREET MAP)

BAGULEY PROFILE



Baguley comprises one of the nine areas of Wythenshawe. Today, the area is still dominated by inter war family housing which is generally uniform in style and density. Much of the housing available is social rented although private housing in the area has increased (owing much to the 'Right to Buy' scheme). In the

1990s much of the housing stock was transferred from council housing stock to housing associations. The relatively low density housing is surrounded by a large amount of green open space including Wythenshawe park (270 acres) and a number of local parks for each ward. In terms of historical landmarks, Wythenshawe has the Wythenshawe Hall, a 16th Century medieval manor house. Although arriving later than intended, the neighbourhoods in Wythenshawe were supported by shopping 'parades' and a central Civic Centre (built in the 1960s) with a market. The Civic Centre has undergone regeneration in recent years, containing shops and services, alongside leisure, health and education facilities at the Wythenshawe Forum.

In terms of its current demographic the ward of Baguley has a significant percentage of older adults (17.9%) and small proportions of those in the 20-34 age group when compared to the city. In terms of household tenure, 43.6% are owner occupied (compared to 38.5% for the city), 44.2% are socially rented (compared to 31.6% for the city) and only 12.2% are privately rented (compared to 30% for the city). 85.8% of people in the ward were born in England, and 92.6% speak English as a first language. 85% identify themselves as White compared to 66.6% for the city. 76.5% of people rate their health and very good or good compared to 80.5% for the city. In terms of health, 22.5% of people in Baguley have a limiting long-term illness compared to 17.7% for the city. 68.3% of the population are economically active compared to 63.5% for the city with unemployment at 8.7% compared to 9% for the city. Of the economically inactive, 32.5% are retired and 27.8% are long-term sick or disabled compared to 20.9% and 18% for the city respectively. In terms of educational attainment, 31.7% have no qualifications compared to 23.1% for the city. Data for household composition reveals that 11.9% are lone pensioners over the age of 65, compared to 9.2% for the city.

DIDSBURY PROFILE



The historical development of Didsbury has resulted in a wealth of physical assets including attractive housing areas, a range of parks and open space and a good transport network with an improved Metrolink extension. Didsbury also has diversity and character in the physical environment, ranging from large Victorian properties, traditional terraced streets and inter-war housing estates (large percentage of semi-detached homes), and is an area of notable affluence with lower levels of unemployment and a higher percentage employed in high level managerial posts. Didsbury offers a range of services and a village centre, with buildings of heritage value including Parsonage Gardens, and Didsbury Library.

In terms of the demographic profile of the area, Didsbury has a high proportion of older adults and comparatively less in the younger cohorts when compared to the city 79.4% of the population of East Didsbury are white (compared to 66.6% of the city) and 89.5% speak English as the first language in the household. Only 4% of the population are unemployed compared to 9% for Manchester and of the economically inactive 39.4% are classified as retired (compared to 20.9% for the city). In terms of educational attainment, 54.2% are educated to level 4 or 5 compared to 28.9% for the city. Only 24.6% of the population are economically inactive (compared to 36.5% for Manchester). In terms of occupational status 23.7% are employed in higher managerial and professional posts (compared to 8.6% for the city). In respect of household tenure, 64.7% of households are owner occupied (38.5% for Manchester),

whilst only 9.8% are socially rented (31.6% for the city). 85.7% of the population describe their health as good or very good compared to 80.5% for the city. 13.5% have a limiting long-term illness compared to 17.7% for the city.

RUSHOLME PROFILE



Rusholme has a relatively young population with age 20-24 dominating the age pyramid. A relatively small proportion of the population comprise older adults over the age of 60 (9%). As is characteristic of much of the Central Manchester Regeneration area, the population of Rusholme is characterised by a diverse community in terms of affluence, ethnicity and type (students, visitors and employees). Rusholme abuts the thriving university and hospital core with close links to the City Centre including transport links along the Oxford Road Corridor. Rusholme has existed more as a mixed economy and, therefore, avoided the worst effects of industrialisation. Modern

day Rusholme emerged as a cultural enclave, forming a point of entry for immigrants into the city. This has created a rich cultural mix of retail developments in the centre of Rusholme.

Rusholme benefits in terms of public transport from being on a key arterial route into the city. The neighbourhood contains high percentages of green space and a number of public parks, with Platt Fields Park containing Platt Hall, a listed Georgian building housing the Costume Museum. The additional influx of students in the 1990s, key workers and young professionals from the university and hospital core, has created localised areas of high housing demand around Rusholme. Since then there has been an increase in private rented accommodation as a result of an influx of students into the area; and evidence of large family houses being subdivided into student accommodation.

Rusholme reveals atypical patterns of population ageing where low numbers of older people, often from ethnic groups other than White, are isolated in areas of high population churn. Older adults in these environments often face higher levels of disadvantage and social exclusion as urban spaces are often developed to meet the needs of younger consumers and where older age groups find it more difficult to access services.

MANCHESTER
THEME 1

**PLACES AND
SPACES**



SENSE OF PLACE

Older adults across all neighbourhoods feel a strong sense of attachment to place expressed through their feelings of connection to the immediate environment. Engaging in everyday interactions with people in the community and shared histories and memories help create a sense of identity in

relation to the neighbourhood. Feeling part of the community, being recognised, respected and valued and having access to supportive networks are important in old age. However, changing lifestyles, transient populations and fear of crime can compromise connection to community.



DIDSBURY



BAGULEY

Well everybody knew everybody else. Not any more. Not the same. No sense of community. Definitely not.” (Female, 81, Rusholme)

Baguley is a real community. A strong sense of identity between the people who live here. We’ve seen the ups and downs but you know the people, you know the faces. When you get a bit older, you know there are people keeping an eye out for you. Not many areas can say that.” (Male, 68, Baguley)

Safety is a big issue in the minds of older people. If I get out, will I be able to get back? It’s not safe. You know, how safe will I be?... Once you get out then you see it’s much safer out in the world, it’s much more friendly than you think.” (Female, 67, Didsbury)

GREEN SPACE

The provision of good quality green space is seen as a key indicator of living in an age-friendly community. Older adults identified the benefits of green space, not only in spending time with nature but as an opportunity to engage in activities with others. Green spaces that are poorly maintained are

often viewed as ‘no go’ areas, deterring use amongst older adults. Green spaces that support programmes and activities are important – e.g. walking groups, running clubs and community gardening initiatives.



RUSHOLME



BAGULEY

I think parks are very important. For some people, it’s important to have a dog and then they need a park to go because dog owners, I have noted and I know one or two, they chat to other dog owners. I’m not a doggy person but that’s important for a lot of elderly people, their pet. So having a park where they can take their animals and benches and they can perhaps talk to people.” (Female, 80, Didsbury)

...you actually feel connected with things [having and using the allotment]. It’s a creative thing. It’s a really nice environment, and you can just get lost there. It’s really nice. You feel just satisfied. It’s almost kind of a spiritual thing. People really feel very passionate I think about just being there. It’s like being in another world... it’s about being in touch with nature. It is natural. You see immediate results from what you have done [in the allotment].” (Female, 65, Rusholme)

COMMUNITY HUBS

Community hubs and spaces to bring the community together and host programmes and activities for older adults are important to support the development of social networks in old age. These community hubs can vary in size and type (libraries, community

centres, churches, cafes) - those that work well provide formal programmes (e.g. classes) within welcoming and non-judgemental spaces.



DIDSBURY



RUSHOLME

“ They have a meet, chat and enjoy group activities here for older people. A place you can all get together and call home.” (Female, 66, Rusholme)

“ Once a week, every Friday. It's called Friday Friends. It's the company I think... just being able to natter. I mean, there's table games and things that are available. But we never use them, we're just happy to sit and chat and have a coffee and, you know, that sort of thing. It's a drop in thing, you know, people passing... come and get a cup of coffee and that sort of thing, have a chat there.” (Male, 82, Didsbury)

PUBLIC SPACE

There are a number of barriers to getting around public spaces which make accessing supports complex: place upkeep (litter, ice, leaves); physical barriers (upturned paving stones); the absence of street furniture (e.g. benches); and other obstacles (e.g. sandwich boards, garbage bins). Many feel anxious when journeying around the community due to: inaccessible urban spaces (e.g. narrow

paths, parking on pavements); the poor positioning of transport stops [prevents people reaching key services]; and ongoing disruptions (e.g. roadworks). Removing obstacles to accessing public space is not seen solely an issue for older adults but about creating open and inclusive spaces for all ages.



BAGULEY

“ The problem is the tram stops are not accessible, the tram itself right here... if you are an old lady that lives here, right, it's ok to get to the tram but if you live on [inaudible] road you can't get to the tram... it's a long way, it's a long walk. So, they are not accessible for people with sort of mobility issues and they do not go straight to where you want to go, for example, the tram stop terminates before the hospital.” (Female, 63, Baguley)

“ Well, the community centre is at the other end of the road you see. So when I'm in my wheelchair coming down this road, it's like running a gauntlet. The paths are too narrow for my chair, so you have to go on the road and hope no one is coming the other way.” (Female, 69, Rusholme)



RUSHOLME

RECOMMENDATIONS

RECOMMENDATION 1

Provide a buddy system or befriending programme for older adults to support accessing community spaces and activities for the first time.

1

2

RECOMMENDATION 2

Deliver small interventions such as getting to know your neighbour; taking your bins in; community-led street cleaning- to develop a sense of community.

PLACES AND SPACES



3

RECOMMENDATION 3

Implement a long-term policy approach to place maintenance – a preventive approach works better than current 'reactionist' responses.

4

RECOMMENDATION 4

Ensure communities are designed so older adults can reach key destinations, with co-ordinated transport (well positioned stops), outdoor spaces (adequate crossing places) and older people's services.

5

RECOMMENDATION 5

Implement low-cost initiatives to support older adults in communities: e.g. expand 'take a seat' initiative in partnership with local shops and community groups, a directory of age-friendly shops, and a map of available toilets/washrooms.

6

RECOMMENDATION 6

Identify what's already on in the community for older adults, establish what works/what doesn't - then identify opportunities to join efforts and resources.



MANCHESTER
THEME 2
HOUSING AND HOME

SENSE OF PLACE

To age independently at home is a priority for older adults. People feel the home is important as a place of comfort and belonging in old age providing stability and continuity. The

home is also seen as a place of safety, security and control for many older adults where they can retain a sense of connection with social networks and the immediate community.

Sense of place is the main thing for a person to stay where he or she is and that can only happen if he's comfortable with the surroundings and that will change across the lifecourse. In the beginning it will be the schools, they want a school for their kids. Then it will be accessibility to city centre and work. After that, they'll have doctors and dentists and medical services and then you have all the cultural things... A familiarity, that's the main thing, why, because I feel comfortable with places, people and amenities, it's all here and look at me." (Female, 67, Didsbury)

This particular area here, it's very stable. A settled community. It would be a big, a major upheaval really because we would have to start relating to the community where we went." (Male, 82, Didsbury)



BAGULEY



RUSHOLME

REMAINING AT HOME

Whilst most wanted to remain at home, this was only on the condition that independence, choice and autonomy could be optimally supported. People have a preference for ageing-in-the-right place; ageing within the home but surrounded by

health and social care services, social networks and community amenities. The prospect of moving home in old age potentially undermined access to those supports with people concerned about the lack of housing choice to remain in the community.

I wouldn't go anywhere else. I want to die here in a sense. It's that belongingness and closeness." (Female, 78, Rusholme)



RUSHOLME

It's your home. We loved it from the day we saw it, we love what we've done to it. We've got a lovely garden, we've got a nice patio, we've got sun loungers outside; it's just really got everything we want and you can't really say why that's important, except the fact that it's ours and we've got it how we want it to be." (Female, 67, Didsbury)



DIDSBURY

INTERGENERATIONAL COMMUNITIES

Many older adults feel uncomfortable with the prospect of living in housing segregated away from the community. Many envisage living in multi-generational communities with

housing of various types provided for older adults and which support ageing across the lifecycle. Others express a desire for co-operative forms of housing which support inter-generational living.



DIDSBURY

I don't think we should create ghettos for older people. I am fortunate I have got kids and grandkids who live nearby, so I am in the middle of a multi-generational situation as it is, which is great for both ends of the spectrum... I mean I am very happy being with older people but I don't want to be just with older people. You know it is very much about this multi-generational approach". (Male, 66, Didsbury)



BAGULEY

You don't want to just be with old people, do you? I don't think anybody really wants to just be with old people... You want a support system within a mixed community... you need variety so you've got families and such like." (Female, 78, Rusholme)

PROXIMITY TO SERVICES AND SUPPORTS

A close person-place fit is an important consideration in the design of an age-friendly community. Important in this is having home that is fit for purpose, located next to key services and supports. Older adults across all communities identify the

importance of living in close proximity to physical infrastructure and transport connections to sustain active ageing. Housing located next to green spaces, formal and informal services, transport links and a vibrant street/night life are key priorities.

You grow old in a place which is comfortable for you to live there and for other people to access you as you age. There will be a stage when I will want people to come and see me, I won't be able to get out so there'll be people, the doctors would be coming in, the nurses would be coming in, there'd be other people, there'd be social people coming in, my friends would be able to come in." (Female, 67, Didsbury)



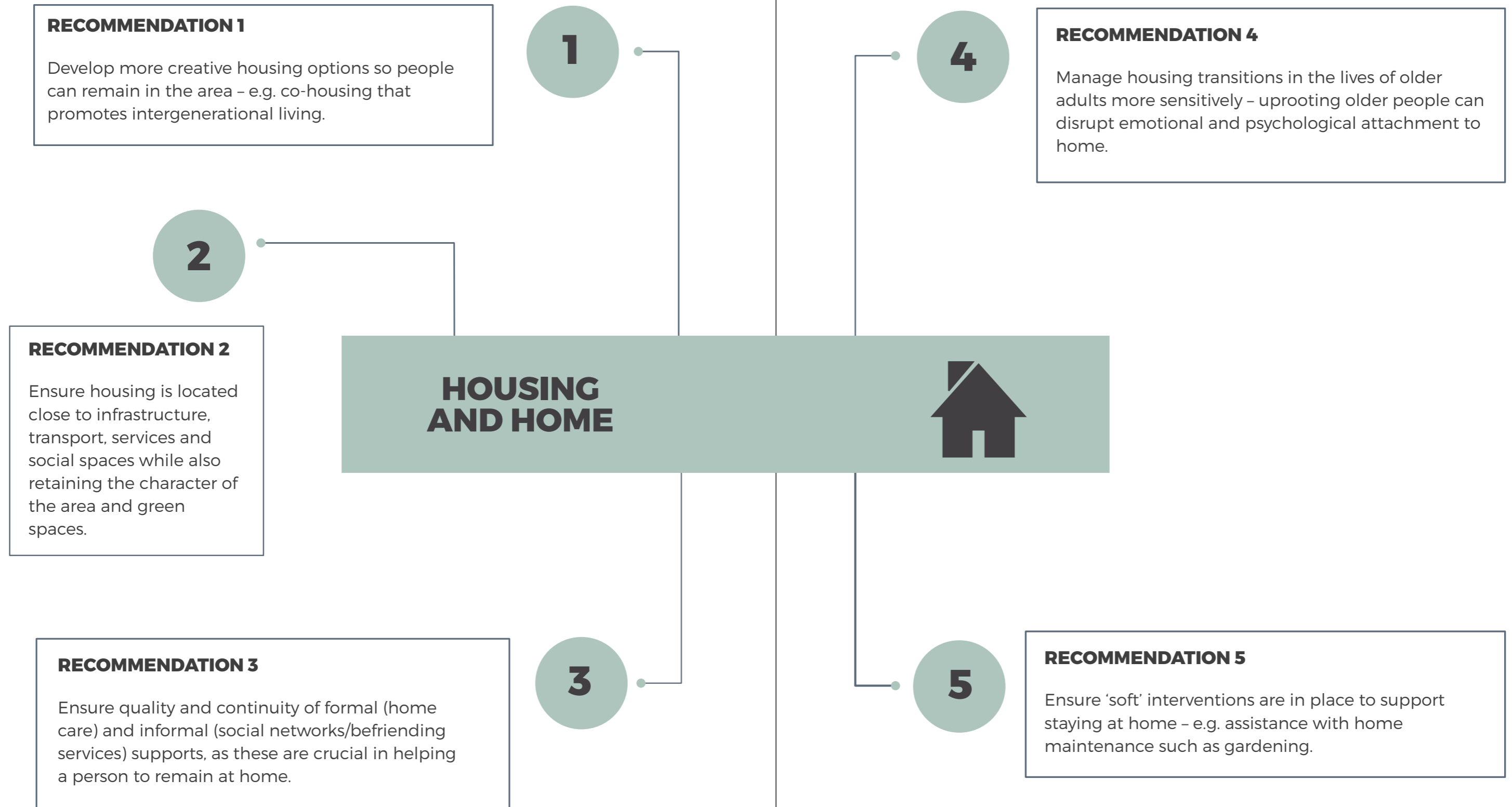
BAGULEY



DIDSBURY

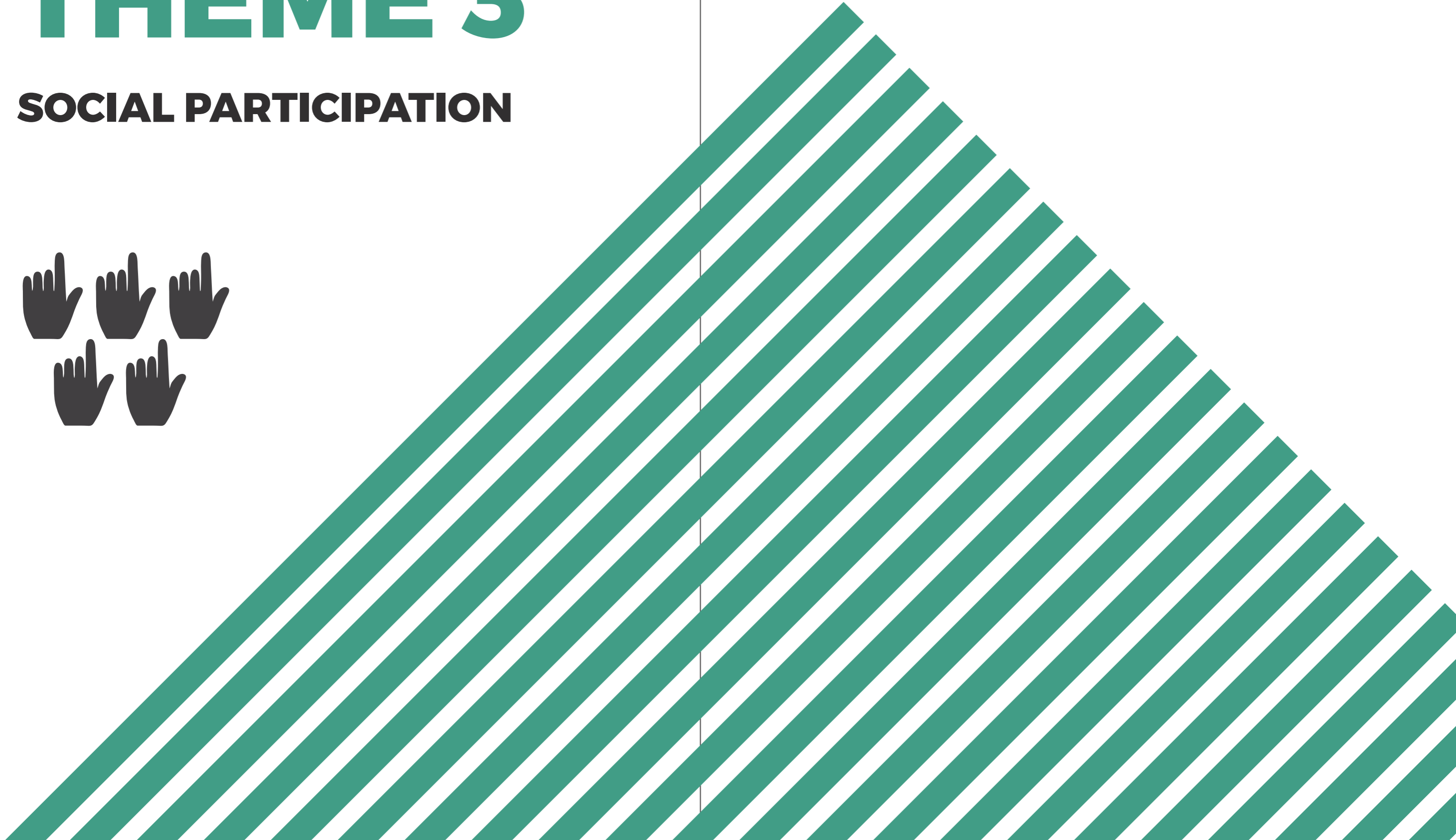
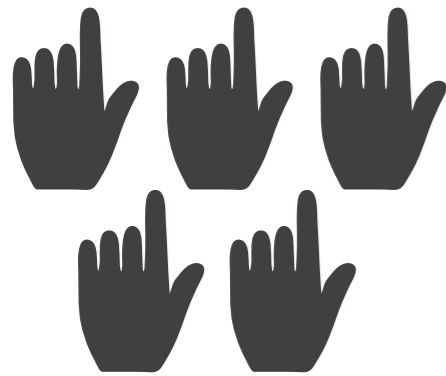
It should be proximity [to key supports] really. And this is important so that we do more walking at short distance with the smallest space so that we have a better circulation. Because a lot of the old people, I don't have that problem but a lot of the people don't walk. They get up and they just sit." (Female, 81, Rusholme)

RECOMMENDATIONS



MANCHESTER THEME 3

SOCIAL PARTICIPATION



SENSE OF SPACE

Social participation is a key determinant of active ageing, supporting physical and mental well-being and developing a sense of connection to community. Social participation can take different forms (e.g. socialising with

others; participation in activities; engagement in formal groups). Yet there are a number of barriers to social participation including accessibility issues – e.g. absence of community transport.

They have the keep fit class, so that is Monday's, then you have got your Wednesday's, then you have got your Friday's. So the week is gone... I have that on a Monday, do the shopping Tuesday, art on Wednesday, do the cleaning of the house on Thursday, art on Friday, then you are back to your weekend again. It keeps me going.” (Female, 79, Rusholme)



RUSHOLME

Some churches have their own transport. And will go round and pick people up and take them to these activities. So I think people would go if there was a means of getting there. Because you see I can't get a bus from out here to go wherever I wanted to go, even going in to the village. It would have to be a bus to pick me up and take me back you see. There is dial a ride but then it depends on the availability at the times you want it, you know.” (Male, 82, Didsbury)



DIDSBURY

INCLUSIVENESS

Age-friendly communities need to be inclusive of all groups; gender, age, ethnicity and interests. Activities for older adults are often designed to meet the needs of those who are more dependent rather than of those who are more active and mobile. Culturally sensitive supports are required,

particularly in neighbourhoods where there are a high percentage of older people from ethnic minority groups. In addition, inter-generational opportunities are important to facilitate the mutual exchange of knowledge, expertise and skills that are beneficial to both groups.

My dad, who's passed away now but he joined one of those groups one time, but he said and I quote, 'they walk too slow for me, I need to get a move on!' Sometimes if it's a load of doddering old [unclear] in a walking group, it's not quite got the pace that you want really to get your heart going, has it?... Yeah, you think to yourself, it's full of old people.” (Female, 67, Didsbury)

Culture is very important, especially places like this where more than half the population is ethnic. You can have dancing club and jazz exercises. You have jazz, they might not want to engage in music, they might not want to dance, they don't believe in mixing with men and you have everything here which is sort of totally against their way of life. Services and amenities are desperately needed for this group.” (Male, 66, Rusholme)



DIDSBURY



DIDSBURY

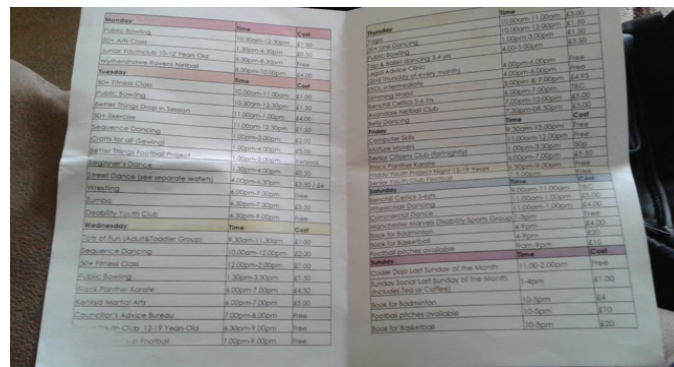
NEGOTIATING ACCESS

Negotiating access to programmes and activities within the local community is complex for older adults. Information is not always available, relying upon word of mouth and noticeboards. When information is available it can be overwhelming in terms of deciding what activities are best for the older person. Older adults also encounter psychological barriers

to attending local events - anxiety about leaving the home; apprehensive about joining new groups; unsure of what to expect. Lastly, gaining access is not always easy when social groups are already formed. As a result, a number of older adults rely upon friends and family to negotiate access to community settings.

“...her friend comes down and takes her down to the local church to do the bring and buys and all that. But she wouldn't be if this friend didn't come down if you understand me? But unfortunately they've all died off [her social support networks] and there's just this one friend left now. But, you know, she's brilliant with her.” (Female, 85, Baguley)

“I mean there is a community house... but it's the same people going and you can't really have a conversation because it's the same, like cliquy thing they've got down there. You can tell there is a little clique of them, you can tell and it sticks out a mile, you know... so I don't really bother with it.” (Female, 66, Rusholme)



BAGULEY



DIDSBURY

VALUING OLDER ADULTS

Programmes and activities that focus on personal development (lifelong learning, skills development) are deemed important, providing a sense of purpose for older adults. Older adults feel empowered when they are

seen as an asset in their community, when they can make a positive contribution to the community and where their skills and expertise are valued within society.

“It's about trying to use the skills that you had when you were at work. Whether I've still got them I don't know, I think five years ago I thought I did but you know. So that's really important, sharing the skills that you've got. I feel a bit directionless if I'm not on a course of some kind. I need to... I like to do things.” (Female, 65, Rusholme)

“Engagement needs to be two way - if it's one way it's dependence, so needs to be two way. The lady up the road, I'm not a gardener but she used to come down and we'd talk ... so she finished up doing my gardens for me. And in return I did, well I do it now, I do all the alterations for them [for clothes]. It's great because as I say you can give something back doing that.” (Female, 85, Didsbury)

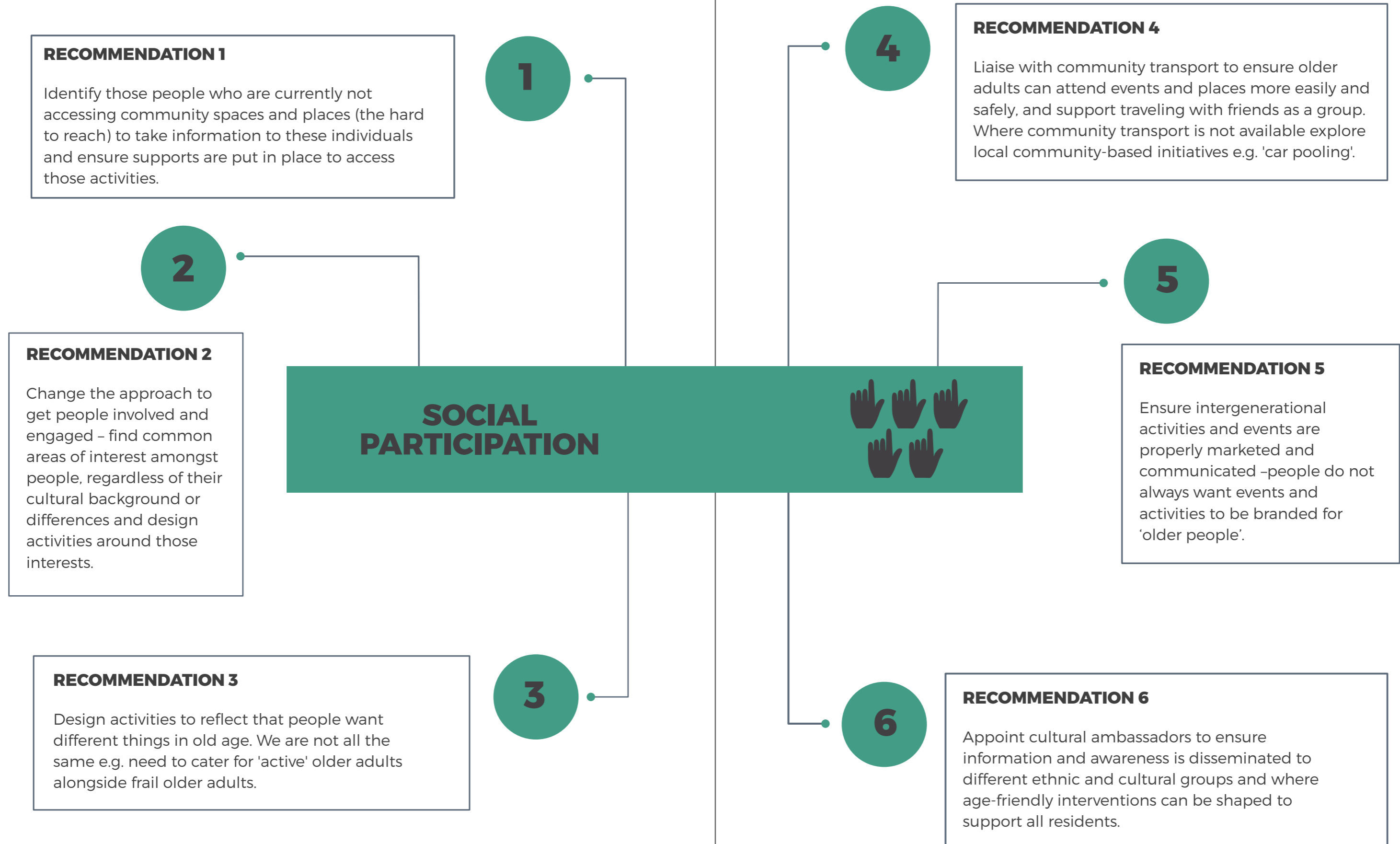


DIDSBURY



RUSHOLME

RECOMMENDATIONS





**NEIGHBOURHOOD
THEME**

**AGE-FRIENDLY
BAGULEY**

COMMUNITY SPACES AND SOCIALISATION

Community spaces are important for developing social connections and provide an opportunity to bring the community together. Community spaces that work are often places which offer a wide range of activities such as social activities, physical activities and volunteering – e.g. the Lifestyle Centre. Whilst there

are community centres in Baguley and the church plays an important role, there is no central focal point for older adults. People need to feel comfortable in a place, and it can be intimidating coming into a space for the first time – e.g. there is a need to build confidence with older adults.



“Some people might need an invite. We assume that people are going to feel comfortable coming into a place....that's a huge expectation. I also think a big assumption when putting on services for older people.” (Male, 63, Baguley)

“There is an assumption that being old means you should be sociable or being sociable means going out the house all the time. You can be alone as long as you are not lonely.” (Female, 78, Baguley)



BEING INFORMED AND STAYING CONNECTED

Being informed and staying connected are key issues for older adults living in Baguley. Traditional forms of information and communication are not updated or no longer available – e.g. leaflets, community noticeboards and local newspapers. More community-

oriented forms of engagement – e.g. a mobile information bus – would work well in Baguley. Staying connected to services is also problematic. Services often depend on volunteers and when this support falls away there is no easy way of staying connected.



“Those ways in which we found out about things – the leaflet through the door, the local newspapers, the notice boards – what if you have not got a friend, how does that information get to you?” (Female, 73, Baguley)

“It's hard for them [hard to reach older adults] to get on. They lose their confidence for whatever reason and don't go out. And they need to know what's going on because in those spaces information is exchanged, they're not out and about, they're not listening, they're not contributing, they don't know what's there for their benefit.” (Female, 88, Baguley)

FAMILIARITY AND BELONGING

There is a need to invest in the 'spaces' of a community where familiarity and belonging are fostered. This is often through street spaces, benches and parks where conversations can happen. People still report a strong sense of connection to their community and often rely on neighbourly supports

e.g. lift to the shops and help with the gardening. However, most people do not feel a sense of connection with service providers and organisations – neighbourhood workers used to act as a point of liaison with local residents (and developed trust and reciprocity with older adults) yet these have been lost in the community.



“Baguley is still a neighbourly place where people do help each other... I still get a lift with my neighbour to go to tai-chi class or get picked up from on the road when I am on my way back from the shops and she is on the way back from school with the kids. So that still does happen.” (Female, 76, Baguley)

“We do not have those people in the community anymore. Those that people know... so older people do not have anyone they can reach out to and services seem a long way away.” (Female, 81, Baguley)

HOUSING AND HOME

As with the city level findings, staying at home and remaining in the community is important for older adults. The support networks of friends and family are important in being able to remain at home but older adults need to have access to the right interventions when they

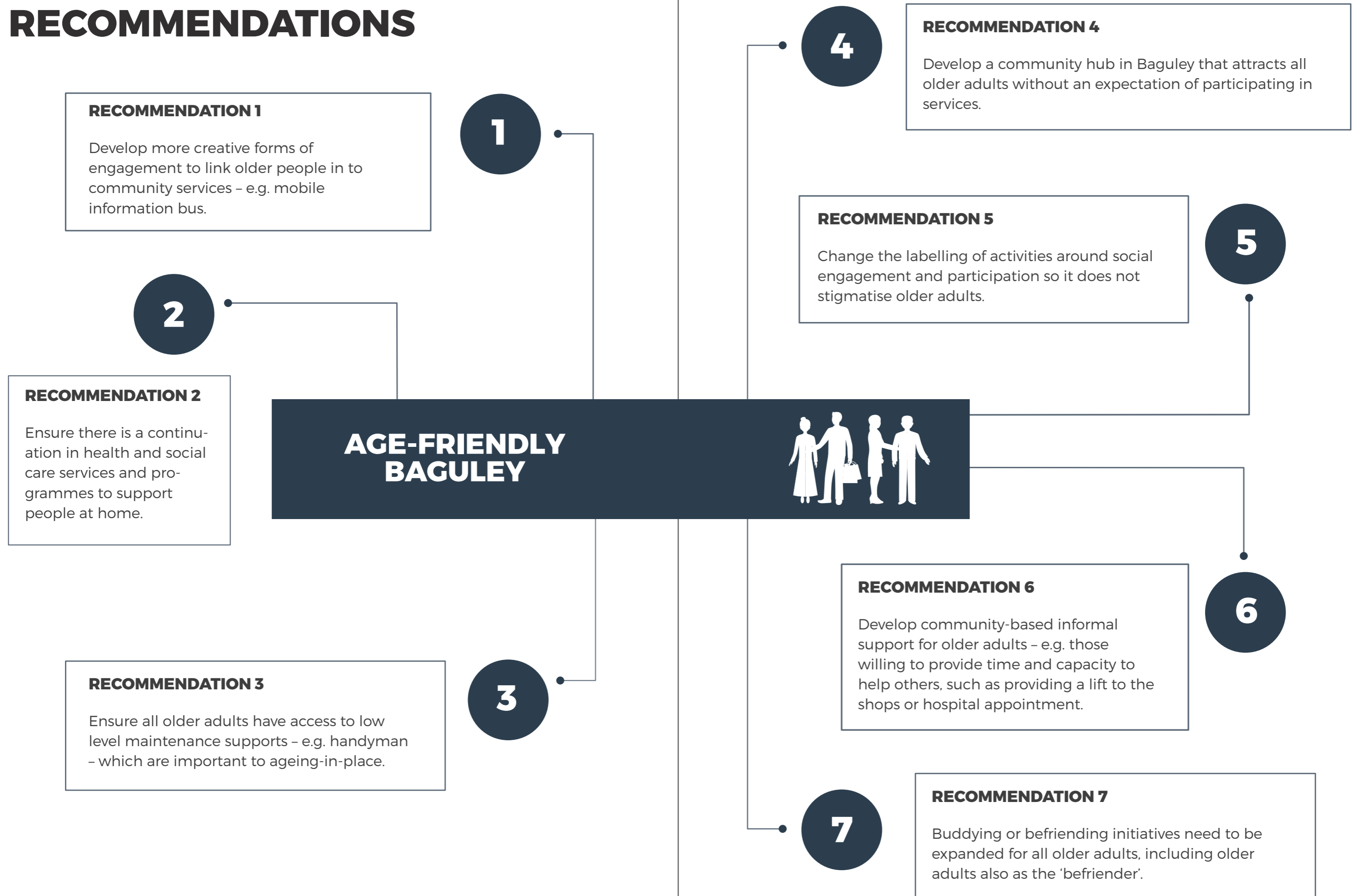
need them. Sometimes this is low level maintenance – e.g. needing to change a light bulb. For others it is having health and social care supports in place to enable ageing at home and being able to transition back into home e.g. after a period of hospitalisation.

“I know people who have been to hospital and you've not seen them again. I also know people who have struggled when back at home. There is a lack of services to support older people to transition back into the home environment. There is a feeling that people just need to be packed off to a nursing home.” (Female, 76, Baguley)



“Sometimes it's just about getting someone to 'see to things'. If my lightbulb goes I know that's going to be a problem. It might seem like a really small thing to you but if I do not have anyone to come in then I cannot see to do anything. Just getting someone in to do that can be a challenge.” (Female, 80, Baguley)

RECOMMENDATIONS



RECOMMENDATION 1

Develop more creative forms of engagement to link older people in to community services – e.g. mobile information bus.

2

RECOMMENDATION 2

Ensure there is a continuation in health and social care services and programmes to support people at home.

RECOMMENDATION 3

Ensure all older adults have access to low level maintenance supports – e.g. handyman – which are important to ageing-in-place.

3

4

RECOMMENDATION 4

Develop a community hub in Baguley that attracts all older adults without an expectation of participating in services.

RECOMMENDATION 5

Change the labelling of activities around social engagement and participation so it does not stigmatise older adults.

5

RECOMMENDATION 6

Develop community-based informal support for older adults – e.g. those willing to provide time and capacity to help others, such as providing a lift to the shops or hospital appointment.

6

7

RECOMMENDATION 7

Buddying or befriending initiatives need to be expanded for all older adults, including older adults also as the 'befriender'.

AGE-FRIENDLY BAGULEY





**NEIGHBOURHOOD
THEME**

**AGE-FRIENDLY
RUSHOLME**

SOCIAL PARTICIPATION

There are a diverse range of activities in Rusholme to support older adults – e.g. social café, luncheons, art classes, walking groups hosted at Trinity House and Birch Community Centre. Close proximity to the city centre is also important, providing an opportunity to access opportunities

for participation in the city – e.g. HOME arts space. However, there are often barriers to engaging in activities – e.g. a lack of transport initiatives to get people to their destination. Free bus schemes are seen as chronically underfunded and irregular, therefore making participation difficult.



I'm up there (Trinity House) three times a week. Well today they have a talk, discussion things. Wednesday is arts and crafts. And then Friday it's luncheon club. It's the diversity of things on offer.” (Female, 83, Rusholme)



Getting across communities can be very difficult. There are plenty of buses going up and down Wilmslow Road but if I want to get to across, up and down Platt Lane, then it's a nightmare.” (Female, 75, Rusholme)



AGEING ACROSS CULTURAL GROUPS

There are a number of ethnic minority groups in Rusholme with different cultural attitudes towards ageing. For example, in the South Asian culture there is a strong emphasis on familial supports. When these supports are not available – e.g. family members move away – older adults can become isolated. Experiences of old age within certain cultures are also highly gendered, and delivering supports

and sustaining the involvement of men and women can be challenging. There are also barriers of communication and language where groups without English as their first language feel excluded from activities. Additionally, there is only limited understanding of what the various communities need and more engagement is needed to ensure an Age-Friendly Rusholme is inclusive of all groups.



I think some communities could be more open facing. We need those community ambassadors but we also need to open up inter-cultural spaces for different people of all ages but importantly older adults to come together.” (Female, 75, Rusholme)



The problem is we have not really engaged with the various groups in Rusholme. OK, this is challenging but can we really say we know what older people want from the Indian, Pakistani, Yemeni, Bangladeshi community?... no... do we have a spokesperson for those communities? No.” (Male, 74, Rusholme)

ACCESSIBLE OUTDOOR SPACES

There are a number of barriers to navigating outdoor spaces in the community which particularly impact on older adults when getting from home to key destinations. For example, poor pedestrian access, uneven pathways and potholes, lack

of toilets and not enough benches or places to rest. Those with mobility issues are wary about accessing public spaces given the difficulties in getting around in wheelchairs and on motorised scooters.



Getting from home to my nearest shopping destination is problematic. I come out on to Wilmslow Road and there are no crossing places. I need to get to the opposite side to get a bus, which is really running the gauntlet. There are no benches or resting points on the way. A shopping trip can take me the best part of a day.” (Female, 84, Rusholme)

It’s the potholes and uneven pavements. I have a motorised scooter and when I turn into the road to come to Trinity House, there is no real pavement so I get onto the road and head down the middle. Bugger them [drivers].” (Female, 72, Rusholme)

ACTIVE AGEING

Rusholme provides significant opportunities for active ageing. The availability of green spaces in Rusholme, including Platt Fields and Birchfields Park, provides settings for people to engage in activities – e.g. walking groups. Similarly, community gardening and allotments afford a sense of stimulation and engagement

in old age. Cycle paths also provide older adults with opportunities to support healthy ageing but these need to be designed to encourage a feeling of safety (not always the case using the cycle ways on Wilmslow Road).

“ You actually feel connected with things [at the allotment]. It’s really nice. A spiritual thing. I like to spend time here. I love it. I come every day, come in the morning, have some rest and come back out. Plus you get people of all ages coming down. You work together so there is a social aspect to it as well.” (Female, 67, Rusholme)

“ When you get old you need to busy yourself. Keep active. There are plenty of opportunities to do that in Rusholme. We are only a short distance from the city but it is like this green oasis. You can go into Platt Fields and just get lost.” (Female, 78, Rusholme)



RECOMMENDATIONS

RECOMMENDATION 1

Ensure link spaces between home and community destinations are age-friendly - e.g. positioning of benches and removal of obstacles.

1

2

RECOMMENDATION 2

Provide door to door transport for older adults to get to destinations and where this is not available, explore community interventions - e.g. car pooling schemes for older people.

AGE-FRIENDLY RUSHOLME



3

RECOMMENDATION 3

The Age-Friendly City agenda needs more engagement with cultural groups in Rusholme to understand what their experiences are, and to translate that into programmes and activities for the various groups.

4

RECOMMENDATION 4

Identify pathways through which inter-cultural dialogue and engagement can happen - e.g. identifying spokespeople within the various communities, employing younger people as 'educators' and opening up spaces for inter-cultural dialogue.

5

RECOMMENDATION 5

Apply initiatives that are working elsewhere to engage with different cultural groups - e.g. 'Sacred Sounds Choir' (which brings people together through music to celebrate difference) and 'Burnage Buddies' (a weekly drop in for older ladies to help reduce isolation and depression).



**NEIGHBOURHOOD
THEME**

**AGE-FRIENDLY
DIDSBURY**

COMMUNITY PARTICIPATION AND ENGAGEMENT

Didsbury has a strong tradition of participation and engagement through civic societies and resident groups. A number of participants are actively involved in groups such as Didsbury Civic Society, Didsbury Good Neighbours, Fletcher Park Friends and U3A initiatives at the Old Parsonage. The community coming together has

contributed to a significant sense of pride in the local area – e.g. through ‘Didsbury in Bloom’. Forms of civic participation – e.g. volunteering opportunities – are seen as an asset in the community which provides a sense of inclusion and involvement for older adults, many of these being volunteer-led.



“ There are lots of clubs that people can belong to. There is a lot of goodwill, people volunteering, whether it's church groups or other groups, so a lot of feeling that people want to stay here in old age.” (Female, 72, Didsbury)



“ And it's [civic group] volunteer-led and the whole thing was set up by volunteers, which is important because I think volunteers have a better idea of what the community wants rather than things being imposed on them.” (Male, 78, Didsbury)

OUTDOOR SPACES

Green spaces are available in Didsbury – e.g. Didsbury Park and Fletcher Moss Park – which provide health benefits as spaces for physical activity, social interaction and cultural activities. However, there are barriers to navigating outdoor spaces in the community. The poor maintenance of pavements and open space in general

– e.g. litter, leaves, ice – creates a sense of ‘fear’ when older people are using the outdoors. Further obstructions include parking on pavements preventing access for wheelchairs. There is also a lack of toilets and seating in public and private areas, including shops and other commercial premises.



“ It's like with Stan (husband) now. We got to the shops in the village or anywhere and he'll stand outside. Because he doesn't want to walk around the shop; whereas if there was a seat inside he could go in and sit down and wait. If he has a walking he has to prop himself up. There is no provision.” (Female, 65, Didsbury)



“ Going along Wilmslow Road to the doctors, coming along Dene Road it's absolutely lethal. The pavements are very bad. I'm scared of going to the doctors.” (Female, 82, Didsbury)

“ Parking on the pavements is a key thing. They don't just have the wheels on the kerb. The whole car is going over because the road is so narrow. You can't get past or a wheelchair. You have to go on the road” (Female, 65, Didsbury)

INFORMATION AND AWARENESS

A lot of information about activities for older adults is distributed through human contact – i.e. word of mouth. For many older adults it is difficult to pick-up information if they are not physically mobile. There are noticeboards and a magazine ('Open Up') available in local retail outlets but those who are housebound or hard to reach do not have access

to it. There are also challenges with providing information online, particularly via Twitter (e.g. some follow the MCC twitter feed) and other online community groups (e.g. Facebook) as many find it hard to get access or keep up. There is a need to ensure that information is reaching people in the right ways to make them aware of what is going in the community.



It's ok if I am the one turning up at the library and finding out what is going on but if I am sat at home then I am not getting access. I do worry that... that sense of community is not available to all because they do not know what is going on in the community.” (Female, 83, Didsbury)

Sometimes there is too much information about services. Cannot attend everything. Not enough is shared in terms of learning and feedback. Difficult to know what is going on and who does what in the community.” (Male, 70, Didsbury)

It's very hard to keep up with the digital revolution. Not everyone knows how to use computers. It can also be overwhelming in terms of the information available. That scares me.” (Female, 76, Didsbury)



INTERGENERATIONAL COMMUNITIES

There is a strong desire to live in an intergenerational community, particularly in Didsbury where there has traditionally been an emphasis on family and bringing different age groups together. This is important, e.g. in celebrating the community and 'passing down' a older people's experiences to younger generations. There is a need to recruit younger

people into volunteering opportunities where intergenerational supports can be fostered. Intergenerational events that do happen tend to be branded for 'older people'. There is a need to break down ageist perceptions - older adults often feel unnoticed yet 'can' and often 'do' make a positive contribution in their communities.



Didsbury has always been about families coming together. That 'village' feel. Over time those links between older and younger people have broken down a bit. For example, the cafes and bars in Didsbury are tailored more to the 18 to 30 age group.

A lot of intergenerational work in Didsbury is between grandparents and grandchildren within families. More work needs to be done at a community level.” (Female, 76, Didsbury)



RECOMMENDATIONS

RECOMMENDATION 1

Ensure information reaches all older adults, e.g. via GP surgeries. Information needs to be tailored and personalised (establish what works and for whom?).

1

2

RECOMMENDATION 2

Create a directory of age-friendly shops. Get local businesses on board to ensure a continued commitment. ensure seating provided 'inside' shops.

AGE-FRIENDLY DIDSBURY



3

RECOMMENDATION 3

Sustain the good work of existing civic groups and societies as a key dimension of an Age-Friendly Didsbury and share models of good practice with other communities.

4

RECOMMENDATION 4

Ensure outdoor spaces provide barrier-free access to the community for older adults, investing in place maintenance programmes e.g. removal of litter, ice and leaves, pavement maintenance, other barriers such as rubbish bins.

5

RECOMMENDATION 5

Encourage and develop intergenerational activities that support interaction and exchange within the community. Better neighbourliness can support intergenerational work better – e.g. 'come dine with me' initiatives, bringing younger and older people together around social eating.

6

RECOMMENDATION 6

More advocacy and campaigning is needed to break down ageist perceptions. This will help to see both older and young people as 'individuals with interesting lives'.



Visit www.placeage.org



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