



To: Coventry Health and Wellbeing Board

Date: 25.06.2014

From: Jane Moore

Subject: Age Friendly City

1 Purpose

The purpose of this paper is to brief the Health and Wellbeing Board on the work undertaken to date regarding Coventry as a potential World Health Organisation 'Age Friendly City' (See Appendix for an overview of the programme).

It also requests the support of the Health and Wellbeing Board in moving this work forward and seeks their endorsement of the recommendations provided.

2 Recommendations

The Health and Well-being Board is asked to support the following recommendations;

- i) To agree and commit to a work programme that would lead to Coventry being awarded WHO 'Age Friendly City' status.
- ii) To support the establishment of a high level strategic Ageing Well in Mind and Body Board tasked with providing strategic leadership for older people and tasked with overseeing the implementation of the Age Friendly City programme and the delivery of the Coventry Dementia Strategy.

3 Information/Background

The Age-friendly Cities Programme is an international effort to help cities prepare for two global demographic trends:

1. The rapid ageing of populations and
2. Increasing urbanization.

The Programme targets the environmental, social and economic factors that influence the health and well-being of older adults.

In 2006, WHO brought together 33 cities in 22 countries for a project to help determine the key elements of the urban environment that support active and healthy ageing. The result was *The*

Global Age-friendly Cities Guide (<http://www.who.int/ageing/publications>) which outlines a framework for assessing the “age-friendliness” of a city. A core aspect of this approach was to include older people as active participants in the process.

WHO Global Network of Age-friendly Cities©

WHO has established the WHO Global Network of Age-friendly Cities©. The Network:

1. Links participating cities to WHO and to each other.
2. Facilitates the exchange of information and best practices.
3. Fosters interventions that are appropriate, sustainable and cost-effective for improving the lives of older people.
4. Provides technical support and training.

Age Friendly Cities (AFC) is an initiative to engage cities to be more age friendly, consider older people as an asset and ensure that older people have a good quality of life. The initiative provides a vehicle for a variety of organisations to work together to promote and improve the health and well-being of older people, whilst also valuing the positive contribution they can make to the City. The initiative has eight different domains, as follows:

1. Outdoor spaces and buildings
2. Transportation
3. Housing
4. Social participation
5. Respect and social inclusion
6. Civic participation and employment
7. Communication and information
8. Community and health services.

Council Officers have been working closely with representatives from Coventry University and Age UK (Coventry) to explore the potential for Coventry to become an Age Friendly City.

In January 2013, the University hosted an event to launch its Age Research Centre and introduce the concept of Coventry potentially becoming an Age Friendly City to a wide audience. The response at this event and recent Older Peoples Partnership meetings has been positive.

A meeting took place on 10th July 2013 with representatives from Manchester City Council's Valuing Older People (VOP) Team to explore the methods used in Manchester to be Age Friendly. This was also an opportunity to further understand potential resource requirements, should Coventry decide to apply for Age Friendly City status.

A paper was taken to the Adult Joint Commissioning Board (JCB) on the 25th July 2013 to raise awareness of the range of activity currently taking place in relation to older people. This included; dementia, older people's health needs assessment and Age Friendly City. The Adult JCB endorsed the recommendation that they would have oversight of this work on Older People. Since then there have been on-going discussions with Public Health CCC, Coventry University and Age UK (Coventry). These have culminated in a 3 way funding agreement that will support the Age Friendly City process and implementation. The University have agreed to provide funding (initially for 2 years) for a Programme Manager post employed by them but working across all partners.

4. Discussion

We know that Coventry as a city is growing, and our share of residents aged 60 years and more is increasing. However, inequalities exist in old age across the city, in term of life expectancy and quality of later life.

That although Coventry has a growing population of older people the size of older people population is smaller compared to that of the England average, this is mainly due to a high rate of premature death.

Older people in Coventry are also significantly more deprived than the average England older people population. In Coventry, Bablake and Earlsdon have the highest population of older people but they are also the least deprived wards in Coventry.

This is in stark contrast to, Foleshill and St-Michael's have the smallest older people population whilst being the most deprived wards in Coventry.

Similar to mortality, the proportion of over 65s living with chronic illnesses show a clear correlation with deprivation levels within the area. Wainbody has the lowest proportion of over 65s (just under 45%) living with chronic illness whilst Foleshill have the highest proportion of over 65s (almost 65%) living with chronic illnesses. This demonstrates that the size of the older people population alone is not indicative of the need of the older people in Coventry. In fact the level of deprivation seems to be a better marker of the need of older people living within a locality and the design of future service provision for older people should reflect this.

This is further illustrated by the gap between the healthy life expectancy (HLE) and life expectancy (LE), which is closely correlated with the level of deprivation in the area. The largest gap of 16 years is seen in Foleshill whilst the smallest gap of 5 years is seen in Wainbody. Over the years, life expectancy has increased considerably but with little increase in healthy life expectancy. This is also true for older people in Coventry, making them more dependent on health and social care for longer period and significantly impairing their quality of life.

There is no getting away from these stark facts. However, it does not tell the full story and we know that we have not tapped in to the depth of knowledge, experience and skills that older people have to offer to this city.

Older people are a resource for their families, communities and economies in supportive and enabling living environments.

An age-friendly city encourages active ageing by promoting opportunities for health, participation and security so as to add quality to life as people age.

The planned City Centre Development/Kick-start provides a real opportunity to drive this work forward.

In practical terms, an age-friendly city adapts its structures and services to be accessible to and inclusive of older people with varying needs by:

- Recognizing the wide range of capacities and resources among older people;
- Anticipating and responding flexibly to ageing-related needs and preferences;
- Respecting their decisions and lifestyle choices;
- Protecting those who are most vulnerable;

AND

- Promoting their inclusion in and contribution to all areas of community life.

Active ageing depends on a variety of influences on individuals, families and communities. They include the environment as well as social factors that affect individual types of behaviour and feelings. All of these factors, and the interaction between them, play an important role in affecting how well individuals age.

These factors have to be understood from a life course perspective that recognizes that all older people are not the same and that diversity increases with age.

An example of this is an older person's ability to remain active and carry out their normal activities of daily life. This includes being able to function properly (such as muscular strength and fitness), it increases in childhood, peaks in early adulthood and eventually declines. The rate of decline is largely due to factors related to lifestyle, as well as external social, environmental and economic factors.

It is important to remember that the speed of decline can be influenced and may be reversible at any age through individual and public policy measures, such as promoting an age-friendly living environment.

Most importantly, if we want to understand what it feels like to live as an older person in Coventry, it will be essential to go to the source – the older people who dwell in Coventry city. **This links directly with the asset based approach being adopted by the Council, it would provide a voice for local older people to shape and influence the place they live in and the services they receive.**

5. Other Benefits

Because active ageing is a lifelong process, an age-friendly city is not just “elderly friendly”. Barrier-free buildings and streets enhance the mobility and independence of people with disabilities, young as well as old. Secure neighbourhoods allow children, younger women and older people to venture outside in confidence to participate in physically active leisure and in social activities.

Families experience less stress when their older members have the community support and health services they need. The whole community benefits from the participation of older people in volunteer or paid work. Finally the local economy profits from the patronage of older adult consumers.

The operative word in age-friendly social and physical urban settings is enablement.

6. Finance

The funding agreed between the 3 parties is initially for 2 years to support the planning and implementation of the AFC programme. It is hoped that further external funding can be identified within this period to support the programme moving forward.

Current financial breakdown:

Coventry University: £60k p.a.

Age UK (Coventry): £15k p.a.

Coventry City Council (Public Health): £25k p.a.

7. How does Coventry become an Age Friendly City?

Cities participating in the Network commit to a cycle of continually assessing and improving their age-friendliness.

To join the Network, cities must:

- complete an application form available at www.who.int/ageing/age_friendly_cities/en/index.html
- submit a letter from the Mayor and municipal administration to WHO indicating their commitment to the Network cycle of continual improvement.
- commence a cycle of four stages:

Planning (Year 1-2): This stage includes four steps:

- a. Establishment of mechanisms to involve older people throughout the Age-friendly City cycle.
- b. A baseline assessment of the age-friendliness of the city.
- c. Development of a 3-year city wide plan of action based on assessment findings.
- d. Identification of indicators to monitor progress.

Implementation (Year 3-5)

On completion of stage 1, and no later than two years after joining the Network, cities will submit their action plan to WHO for review and endorsement. Upon endorsement by WHO, cities will then have a three-year period of implementation.

Progress evaluation (end of year 5)

At the end of the first period of implementation, cities will be required to submit a progress report to WHO outlining progress against indicators developed in stage 1.

Continual improvement

If there is clear evidence of progress against the original action plan, cities will move into a phase of continual improvement. Cities will be invited to develop a new plan of action (duration of up to 5 years) along with associated indicators. Progress against this new plan will be measured at the end of this second implementation period. Cities will be able to continue their membership to the Network by entering into further implementation cycles.

8. Summary

The Age Friendly City initiative provides a vehicle for a variety of organisations to work together to promote and improve the health and well-being of older people, whilst also valuing the positive contribution older people can make to the City.

Coventry becoming an Age Friendly City would enable us to align a number of strands of work across the whole of the council and city (Health and Well Being Strategy, Dementia Strategy, Marmot Work Programme, Kick-start etc.).

It would also enable us to engage with the whole City, across the public, private and voluntary sector to support this initiative.

This work will be given impetus through the establishment of a high level strategic Ageing Well in Mind and Body Board tasked with providing strategic leadership for older people and overseeing the implementation of the Age Friendly City programme and the delivery of the Coventry Dementia Strategy. This Board would be a sub group of and directly accountable to, the Health and Well-being Board.

In order to achieve this aim a number of issues have to be resolved.

- Sign-up and commitment from all stakeholders in the city, including public, private and the voluntary sector to support and deliver an AFC achieved through the Health and Well-being Board.
- Agreement and commitment at the highest level from the City Council to support the AFC initiative (both political and senior management)

The level of our ambition needs to be tempered by the current level of resource available to undertake this work. Therefore, wherever possible we would align other initiatives and resources to support it.

Report Author(s): Jane Moore and John Forde

Name and Job Title: Consultant in Public Health

Directorate: Chief Executives

Telephone and E-mail Contact:john.forde@coventry.gov.uk

Enquiries should be directed to the above person.

Appendices: WHO an introduction Age Friendly Cities