The National Lottery Community Fund

Building age-friendly communities with older people
28th April 2022

Insights Pack

Our objectives

- To share information and learning on the **context for** and **advantages of** building age-friendly communities with older people

- To understand more about the **challenges that providers / services are experiencing** when supporting older people to lead

- To share some of the **tips / learning that the Ageing Better programme** has gathered on building age-friendly communities with older people

Flow of the session

- Welcome and housekeeping

- Opening perspectives

- Breakout groups

- Closing reflections

KALEIDOSCOPE
Health and Care

COMMUNITY
FUND

Our speakers

Ruth Bamford
National Lottery Community Fund

Vic Stirling
Age Better in Sheffield

Bianca Rossetti
Bristol Ageing Better, Age UK Bristol

John Arcus and June Pierce
Ageing Well Torbay

Linda Glew and Elizabeth Griffin
Time to Shine, Leeds Older People's Forum

Welcome from The National Lottery Community Fund

Ruth provided an overview of the Ageing Better programme and active involvement of older people to make their communities age-friendly. You can view a recording of Ruth's talk below and Ruth's slides are here.

COMMUNITY FUND

Ruth Bamford

Funding & Relationship Manager Strategic Programmes, Ageing Better

KALEIDOSCOPE
Health and Care

COMMUNITY FUND

Opening perspectives

Opening perspectives from Ageing Better partnerships

Linda Glew and Elizabeth Griffin

Time to Shine, Leeds Older People's Forum

John Arcus and June Pierce

Ageing Well Torbay

Vic Stirling

Age Better in Sheffield

Bianca Rossetti

Bristol Ageing Better, Age UK Bristol,

We asked the speakers to outline:

- **An overview of their experiences, including:**

  - **What need their project related to**
  - **What challenges this created and how they overcame them**

- **Their top tips about building age-friendly communities**

- **The impact of this approach on older people**

- **Next steps or new challenges they are facing**

KALEIDOSCOPE
Health and Care

COMMUNITY
FUND

Linda Glew and Elizabeth Griffin

Linda and Elizabeth spoke about older people in the lead as part of their Age Proud work in Leeds. You can view a recording of their talk below and their slides are here.

Linda Glew and Elizabeth Griffin
Time to Shine, Leeds Older People's Forum

John Arcus and June Pierce

John and June spoke about Age-Friendly work that has taken place in Torbay. You can view a recording of their talk below.

John Arcus and June Pierce
Ageing Well Torbay

Vic Stirling

Vic provided an overview of her work involving older people in governance processes. You can view a recording of Vic's talk below and her slides [are here](#).

Co-governing with head & heart

Vic Stirling
Programme Lead, Age Better in Sheffield

Vic Stirling
Age Better in Sheffield

KALEIDOSCOPE
Health and Care

COMMUNITY
FUND

Bianca Rossetti

Bianca provided an overview of learning about involving older people in projects to make Bristol a better place to age. You can view a recording of Bianca's talk below and her slides are here.

Bianca Rossetti
Bristol Ageing Better, Age
UK Bristol

Speaker reflections

During the talks, we asked participants: "As they talk through their presentations, reflect on what the speakers are saying. What particularly resonates with you and your experience?". Reflections included:

"I agree that it's really important to consider the positives of ageing. It's a good place to start when considering planning a healthy, happy and active later life."

"As I'm just starting out I am in awe of all the work you've achieved - some really useful tips already"

"It is important to ensure the lived experience of older people is always recognised."

"Great to see legacy, with voices into strategic areas in council/health etc"

"Having recently turned 50, I am noticing ageism in a way that I never have before. It would be easy to identify with the 'prepare for retirement' chat. I would love to see more 'ageing well' messages."

"Providing space for amplifying and listening to voices of the community, who already have many resources and solutions to such things as ageism really resonates with me."

"Love the positivity of Age Proud and proactively promoting people to celebrate ageing. Would be great to share this with colleagues who work in statutory services e.g housing. Fantastic and inspiring work."

KALEIDOSCOPE
Health and Care

COMMUNITY FUND

Breakout groups

Breakout groups

In the next part of the event, participants went into smaller breakout groups of around 8-12 people and discussed:

- What's your experience of **working on projects led by older people**?
- What has **stopped you** working on projects led by older people?
- What have been the **benefits of supporting older people** to be in the lead? **What is better** when older people are supported to be in the lead?

Key reflections from the discussions are presented on the next slide.

KALEIDOSCOPE
Health and Care

COMMUNITY
FUND

Question B1

After the breakout, we asked participants: "What is one reflection that will stick with you from your breakout group discussion?". Responses included:

"Warm welcome is very important for people who are ageing well"

"Building the trust of older people"

"The importance of doing things properly or just don't bother!"

"How passionate I am on age friendly"

"It takes time to build trust and that people feel valued"

"An acceptance that working with a diverse group of people can raise challenges. This is ok, and it's worthwhile doing the work."

"Value of community builders acting as connectors throughout the neighbourhood"

"My key reflection is how we embed co-production in the implementation of the Integrated Care Systems"

"Keep on keeping on and use multiple methods for making contact and listening to a diversity of people."

"People need to be in the right place to engage in co-production if it is going to be done well and achieve real impact."

KALEIDOSCOPE
Health and Care

COMMUNITY FUND

Question B2

We then asked participants: "What is one action, however small, that you'll take away from this meeting?". Responses included:

"Meet with Local Authority about how we share our co-production work with ICS'"

"Connect with Torbay and Bristol about future festivals and how to better engage older people in the planning."

"I will definitely make connections with others from today and reading the resources plus I won't rush co-production."

"Keep valuing and communicating with our Ageing Well ambassadors"

"Recruiting Ageing Well Champions"

"I will seek a meeting with my Community Builder"

"Checking up what is happening around where I live"

"Following up contacts and ideas from today"

KALEIDOSCOPE
Health and Care

COMMUNITY
FUND

Thank you

Thank you for such constructive input to the session - we really appreciate it.

For more information, please see The National Lottery Community Fund Ageing Better webpage.

Evaluation

100 % of respondents would recommend an event like this to a colleague

Average Score (/5): **4.8**

100 % of respondents found the event relevant and useful

General reflections on the event from participants

- "Really informative to learn from a national programme"
- "Felt educational, well organised, engaging"
- "Informative - broad range of speakers and learning. Great opportunity to network"
- "So many connections and resources in a short space of time."
- "Diverse organisations and experiences brought a broad picture"
- "Wide experience all brought together - all passionate!"
- "It's so useful to learn from others' experiences and there are lots of ideas shared which can be incorporated into your own work."
- "Good to hear about best practice in other areas. Good to hear what works well and what might not work so well."
- "Well organised; excellent content; lots of different presentation methods and people. Good mix of listening and taking part."

Information and resources

About Ageing Better

Ageing Better is a 7-year test and learn programme. We are collecting information and insights from across 14 partnerships to identify learning that will be useful for other programmes and organisations delivering activities aimed at reducing social isolation in people aged 50+. To date our partnerships have worked with over 134,000 people. **Ageing Better national learning can be segmented into three clearly defined areas: context, connections and ecosystem. These three interconnected segments build a picture of the macro and micro factors, services and support systems, that help us to better understand loneliness and social isolation in people aged over 50.**

Context: There are a range of risk factors that can occur, often in combination which lead to people finding themselves becoming socially isolated. These include mental health issues, lack of confidence or self-esteem, as well as transition points (e.g. retirement, illness, bereavement) and environmental and physical factors that act as a barrier to someone being able to connect with their community and support systems.

Connections: Understanding someone's unique situation is key to engaging with them as individuals and identifying the barriers they face in making connections. The people who are most socially isolated (where isolation is entrenched and embedded) will need some level of one-to-one support to help address their isolation. This support is person- centred and holistic and involves taking the time to develop a relationship with the individual and at their pace to build trust.

Ecosystem: The Ecosystem is fundamental to addressing social isolation as it is the space where individuals connect with the community. It works preventatively to keep people socially connected and steps in when social isolation occurs. It includes interventions that people 'need' as well as the activities and groups people 'want' to engage with; opportunities and provision for people to set up their own groups and community development, that includes age friendly activity. This Ecosystem will vary from place to place and recognises the importance of people working together as no one organisation can "fix" social isolation and loneliness. It also recognises that as important as specific interventions are, they need to be part of something wider.

KALEIDOSCOPE
Health and Care

COMMUNITY FUND

Ageing Better Resources

An index of all of our Ageing Better national learning reports are here. Specifically relating to the age-friendly topic, this independent evaluation report explores how the 'age-friendly' concept was used to drive system change in communities and place. An age-friendly learning snapshot is here and a full report is here. Additional relevant resources from Ageing Better partners are below.

Partner Resources
Age Friendly Sheffield - Stronger Together – An Ageing Better co-production toolkit
Ageless Thanet - Age Friendly Toolkit — Co-production – involving older people in the design and delivery of services
Ageing Better in Birmingham - Involving older people in creating services and activities
Bristol Ageing Better - Make your business more age-friendly — Make your neighbourhood age-friendly
TED (East Lindsey) - Everybody's business – review of TED's Age Friendly Business accreditation scheme — Age-friendly Business Toolkit
Ageing Better in Camden - Warm Welcome Toolkit
Time to Shine, Leeds Older People's Forum - Co-production toolkit — How to make your business age and dementia friendly
Ambition for Ageing - A Toolkit for Inclusion in Practice — Making Age-Friendly neighbourhoods inclusive
Age-Friendly Middlesbrough - Micro funding to support community groups
Age-Friendly Cheshire West - Age-Friendly Checklist
Brightlife Cheshire - Legacy Report — Pioneering a new approach to commissioning