

Report of: Victoria Eaton, Director of Public Health

Report to:

Report author: Robina Ahmed, 0113 3786507, Liz Messenger 07712 214805 and Jo Volpe 0113 2441697 jo@opforum.org.uk

Date: 12 December 2022

To note

Title: Age Friendly Leeds Strategy & Action Plan 2022-2025

Purpose of report

- To share the refresh of the draft Age Friendly Strategy & Action Plan 2022-2025, with Community Committee members and gain feedback.
- Request support and promote the work of Age Friendly within the city.
- Note the Public Health approach to building winter resilience.

Main issues

Age Friendly Strategy and Action Plan 2022-2025

- Around one in three people in Leeds are aged 50 and over. In addition, the number of Leeds residents aged 80 and over will increase by about 50% in the next 20 years.
- Age Friendly Leeds is one of the eight priorities in the Best Council Plan 2020-25. The vision is for Leeds to be a place where people age well: where older people are valued, feel respected and appreciated, and are seen as the assets they are.
- Leeds is a member of the World Health Organisation (WHO) Age Friendly Cities programme and has used and adapted the age friendly cities framework to identify and address barriers to the well-being and participation of older people.
- The draft Age Friendly Leeds Strategy 2022-2025 has been reviewed and refreshed. Overseen by the Age Friendly Board, the review process has been informed by [The State of Ageing in Leeds](#) report and consultation findings, alongside a number of other consultations (please see below).

- The strategy sets out six key priority areas: housing; public and civic spaces; travel and road safety; active, included, and respected; healthy and independent ageing and employment and learning. Each priority is headed by a domain lead.
- Key objectives have been identified for each priority area including key actions for year one, two and three of the strategy.
- Domain leads have been identified and are now working to implement the actions set out in the plan.
- The governance for the draft Age Friendly Strategy and Action plans is via the Age Friendly Board, chaired by Cllr Jenkins, Deputy Executive Member for Adults and Children's Social Care and Health Partnerships. The role of the board is to provide strategic leadership and set the strategic direction for the Age Friendly Leeds work programme and to ensure the objectives of the action plan are being met.
- The full draft Age Friendly Strategy and Action Plan can be accessed via the link below.

Age Friendly in Practice

There are lots of ways that local communities can become involved in very practical ways to strengthen the age friendly approach. These are part of the Friendly Communities work lead by Leeds Older People's Forum (LOPF) which include:

- **The Age Friendly Ambassador Programme:** over 200 Age Friendly Ambassadors in Leeds have signed up to take action in their local community and help raise awareness and spread the Age Friendly message.
- **Becoming a Dementia Friend:** with around 8,500 people in Leeds living with dementia, this is an issue that effects a huge number of people therefore raising awareness and taking local action is incredibly important.
- **Age and Dementia Friendly Businesses:** local businesses can sign up; they receive a guide and develop an action plan to be more age and dementia friendly. For example: a local Optometrist who has changed their practice to make home visits for people who are housebound or a local GP surgery who is now offering longer appointments for people living with dementia and their carers.
- **The Come in and Rest Scheme:** local businesses and services can show they are welcoming to older people who many want to pop in and sit down for a while. We have sticker for windows to show this. This helps people get out and about with confidence as they know there is somewhere to sit and rest if they need it.
- **Leeds Older People's Age Friendly Steering Group:** for older people living in Leeds to share their views, ideas, experiences, or skills to help make Leeds more Age Friendly. The group meet monthly over zoom. One of the members recently won the Living Streets Charles Maher Award for her campaigning to improve the safety of her local streets.

LOPF would welcome the support of local Councillors to promote these opportunities in their communities so people and business can get involved in as many ways as they feel able.

Older People and Winter Resilience

As we approach the winter period Public Health are working with partners to support older people in Leeds to be as resilient as possible this winter. The cost of living crisis together with the impact that cold weather can have on older people requires a system wider approach to ensure proactive and preventative support is provided to those most at risk this winter. In addition, the ongoing Covid-19 pandemic can add and pose additional risk to those who are clinically and socially vulnerable.

There are a range of services which support older people who are more at risk to cold weather including:

- **Information and Advice Service** - Age UK Leeds (AUKL receive a small grant from PH (through A&H grant agreement) to deliver and promote an accessible, free, impartial and up-to-date information and advice service to older people, their families, carers, representatives and also professionals on a range of issues including:
 - Health and social care
 - Money matters
 - State Benefits (including form completion)
 - Housing rights
 - Rights to local services
 - Family and personal matters
 - Consumer issues
- **Home Plus Leeds** - Home Plus (Leeds) is a service aimed at enabling and maintaining independent living through improving health at home, helping to prevent falls and cold related health conditions. Care & Repair work in partnership with Groundwork NEWY and Age UK to provide: Aids & Adaptations in the home to reduce the risk of fall, Hazard Repairs, Heating and Energy efficiency and support people living with dementia by assessing for and providing home-based interventions. This is a citywide service.
- **Lunch Clubs** - Public Health fund the annual Lunch Club Grants (administered by Leeds Community Fund) offering a small financial contribution to support voluntary groups who provide a hot nutritious meal and social activities for old people in Leeds in a communal environment for an average delivery of 40 weeks per year.

Other opportunities to ensure organisations and communities can support older people during the winter period include:

- Signing up to receive Cold Weather Alerts - these alerts are comprised of different levels of response and actions needed based on cold weather thresholds. These responses are set within the Cold Weather Plan for England. The thresholds have been developed to trigger an alert when severe cold weather is likely to significantly affect people's health. The alerts take account of temperature along with other cold weather threats such as ice and snow.

- Supporting the workforce to have confident and compassionate conversations - by watching a short animation, anyone working or volunteering in Leeds can increase their knowledge of the evidence based, high impact interventions to support people in Leeds during winter. Free resources can then be accessed from the Public Health resource centre as well as winter planning checklists which could help you or members of your wider team. More information can be found on the [Public Health Resource Centre webpage](#) under 'Seasonal Health (summer and winter planning)' Watch the animation <https://rebrand.ly/LeedsWinterWorkforceAD>
- The Public Health Resource Centre (PHRC) offers support to anyone with a responsibility for or professional interest in public health or promoting health and wellbeing in Leeds, including students and volunteers. The PHRC stocks a wide variety of leaflets, posters and resources that can support different audiences, topics and challenges we face during Winter – these include flu, malnutrition, falls prevention and fuel poverty.
- Encouraging organisations to apply for 'Stay Well this Winter' grants. Funded by Leeds City Council Public Health and administered by Leeds Community Foundation Trust. The grants of between £500 to £5,000 will support a range of community-based projects in Leeds that target support to vulnerable people who are most at risk of becoming unwell over winter due to the cold and severe weather. Further information can be found at [Stay Well this Winter Grants | Leeds Community Foundation \(leedscf.org.uk\)](#)
- Become a winter friend – the public facing winter friends campaign aims to motivate and support people to look out for others in their community and take small actions to support those more vulnerable during the winter period through the evidence based, high impact interventions linked to winter.

Corporate considerations

a. Consultation and engagement

The Age Friendly Strategy has been informed by the [State of Ageing in Leeds](#) report. The Centre for Ageing Better working in partnership with Leeds City Council and Leeds Older People's Forum have produced this report that looks at what life is like for people aged 50 and over in Leeds, so we can focus our efforts to make Leeds the Best City to Grow Old in. Collating key evidence and data to understand people's experiences of growing older in the city.

Following the publication of the report a consultation with 44 Leeds residents was undertaken to discuss the findings of the report and to understand people's experiences of growing older in the city.

A range of consultation and engagement activity has taken place which contributes to the development of Age Friendly Strategy. These include:

- The Age Friendly Partnership which brings together the statutory, voluntary and private sector to address a variety of priorities identified by older people

in relation to make Leeds an age friendly city. The partnership meets on a quarterly basis and reports key successes and challenges to the Age Friendly Board and the Health and Wellbeing board. Each meeting is themed around a topic.

- Age Friendly Ambassadors supported by Leeds Older People's Forum
- Age Friendly Steering Group coordinated by Leeds Older People's
- Leeds Older People's Forum Board of Trustees
- Public Consultation for Leeds Parks and Green Spaces - findings of the consultation were used to develop the AF Strategy and action plan
- Consultation on the housing priorities were linked to the Housing Strategy consultation that also informed the draft AF Strategy and action Plan
- Discussions have taken place through the Corporate Joint Consultative Committee Meeting and the Older Workers Staff Network to develop Employment and Learning domain
- Engagement and consultation session as part of Connecting Leeds Transport Strategy, the Vision Zero Road Safety Strategy and cycling strategy.
- Briefing for Councillor Arif Executive Member for Public Health and Active Lifestyles at Public Health.
- Briefing for Councillor Venner, Executive Member for Adults & Children's Social Care and Health Partnerships & Cllr Jenkins, Deputy Executive Member for Adults and Children's Social Care and Health.

b. Equality and diversity / cohesion and integration

- The strategy is underpinned by a number of cross cutting themes including tackling health inequalities and contributes towards several strategies and approaches within the city such as the Health and Wellbeing Strategy, the Inclusive Growth Strategy and work to become a Marmot city.
- The Age Friendly Strategy and associated action plan aims to ensure everyone can benefit from an age friendly city where people age well, regardless of where they live or their protected characteristics, enabling older people to be valued, feel respected and appreciated, and are seen as assets.
- By taking a cross council approach the strategy aims to influence widely to ensure age, as a protected characteristic, is considered in strategic priorities and plans.
- The strategy and action plan works with partners to recognise the barriers faced by older people who are, or are at risk of, being vulnerable, marginalised or disadvantaged, and put interventions in place to remove or reduce these barriers.

c. Council policies and city priorities

- Age Friendly Leeds is one of the eight interconnected priority areas of work set out in the Best Council Plan 2020-2025

- This work supports the vision of the Leeds Health and Wellbeing Strategy 2016-2021, contributing to outcome 2: People will live full, active and independent lives, and outcome 5: People will live in healthy, safe and sustainable communities. It also supports the Inclusive Growth Strategy's priority that Leeds is the best city for Health and Wellbeing by 2030.

Recommendations

- Elected Members are asked to note the contents of the report and the refresh of the Age Friendly Strategy appended.
- To consider what work is currently underway to support age friendly, winter planning and the cost-of-living crisis in local areas and how we could build on these further.
- To consider the needs of the local ageing population and how these needs can be addressed through local age friendly work.
- To consider how the work of Age Friendly Strategy and the community approaches lead by LOPF can be embedded within the work of the Community Committees.

Background information

The full draft Age Friendly Leeds Strategy and Action Plan is appended.