



Age Friendly Leeds Strategy and Action Plan 2022 - 2025



The ambition for Age Friendly Leeds is to be the Best City to Grow Old in: a place where people age well - where older people are valued, feel respected and appreciated, and are seen as the assets they are.

The Age Friendly Strategy and Action Plan brings together key service leads to achieve the ambition for Leeds to be the Best City to Grow Old in.

The Age Friendly Board oversees the strategy and action plan as is chaired by Cllr Jenkins, Deputy Executive Member for Adult Social Care, Public Health, and Active Lifestyles.

This report provides a summary of the key achievements of the third Age Friendly Strategy in year 1, 2022-2023.

Key Achievements

- Leeds City Council has registered with the Centre for Ageing better to become an age-friendly employer.
- Good Recruitment of Older Workers (GROW) project has been piloted within Leeds City Council.
- Overlooked exhibition delivered in partnership with Leeds Museum.
- Dementia Friendly performance of Cinderella delivered, 136 people attended.
- 256 Age Friendly Ambassadors in the city.
- Leeds Older People's Forum and 100% Digital Leeds received DCMS funding for 18 months to improve digital and media literacy for older people in Leeds with the BOSS project.
- Leeds Older People's Forum received a grant from the Department for Transport 'Tackling Loneliness with transport fund' to deliver the Travel Connections programme. Working with 100% Digital Leeds, supporting older people to use Taxi and bus apps.

- Digital Support and device lending taken place across libraries in Leeds City Council
- 44 older people's organisations part of Older People's Digital Inclusion Network – a partnership between 100% Digital Leeds and Leeds Older People's Forum.
- [Digital Health Hubs](#) developed across Leeds within organisations that support older people to increase digital inclusion for older people.
- 80 lunch clubs across Leeds awarded grants to support citywide, weekly hot/nutritious meals for older people.
- Housing: 64 extra care homes delivered via Home Group and Extra Care Programme Board established.
- Pilot project undertaken for DFG funds to support improvements to wider housing condition.
- Development of accessible toilets/changing places currently at Tropical World and Aire Park.
- Armley and Goffs Park Countryside Ranger funded by Wades Charity working with the community including, healthy walks and family events.
- Leeds City Council bike libraries operating in parts of the city.



Employment & Learning

The last year has seen the council have a focus on the employment & health & wellbeing of older workers aged 50 and above within the council. Key achievements have been made in supporting older workers including:

Key Objective A:

Develop an approach to Age Friendly working practices to Support 50+ back into work; to stay in work; explore career change and upskilling and to access education and learning opportunities.

- Work has been undertaken to better understand the 50+ workforce within Leeds City Council. The working group has tested a range of features within Power BI which have made data easier to access, organise, filter, display, report and present. The use of analytical tools will significantly aid the service in establishing outliers, patterns and trends amongst the 50+ cohort.
- Data from the analysis will lead to the development of strategies/action plans to meet gaps in provision.

Key Objective B:

Hire and develop the over 50 workforce within Leeds City Council.

- The Good Recruitment of Older Workers (GROW) project has been tested with focus groups of older people and employers. Options have been narrowed to cover advertising, candidate advice and flexible working.

Key Objective C:

To support the Health, Wellbeing and Benefits of the 50+ workforce.

- Progressing LCC's *Supporting Staff at Work Charter* which promotes discussions about wellbeing and specific needs. We promote this through our inductions, appraisals and manager briefings and training.
- Older workers staff network engaged with to promote flexible retirement as an option for staff.

Key Objective D:

To promote an Age Positive Culture and flexible working.

- Senior leaders and trade unions advised on programme.
- Engaged with older workers staff network and co-producing information.
- Issues of flexibility explored relating to attendance/health and flexible retirement.



Active, Included and Respected

Active included and respected covers a number of key areas supporting people to live fulfilled lives within the community. Several key services have come together under this domain to achieve the following:

Objective A:

Maximise the opportunities created by the Time to Shine Programme to reduce loneliness and social isolation.

- Over 100 businesses signed up to be Age and Dementia Friendly.
- Age Friendly Steering Group worked in partnership with Leeds Museums to create the Overlooked Exhibition.
- Newsletters created on a regular basis and shared via a range of media platforms.

Objective B:

Work with artists, practitioners, and cultural organisations to actively engage older people in the city's arts and cultural offer.

- Leeds 2023- Gathered stories of older people as part of 1001 stories and Leeds Playhouse takeover.
- Community Roadshows focussed to address inclusion for all ages and background.
- Supported LEEDS2023 to engage and promote all their events in an age friendly manner.
- Young people who are part of LCC Museums Preservative Party delivered guided tours with Leeds Older People's Forum to their Overlooked Exhibition at City Museum.

- 136 people attended dementia-friendly performance of Cinderella.

Objective C:

Offer a range of volunteering opportunities which older people can actively participate in.

Development of actions under review year 1.

Objective D:

Undertake work with partners and the media to raise the profile of Age Friendly Leeds, intergenerational work and positive ageing.

- 256 Age Friendly Ambassadors across the city in a range of roles.
- Wise up to Ageism training delivered to Leeds City Council Health & Social Care professionals and Voluntary Sector Organisations.

Objective E:

Actively engage older people in the city's wider cultural and reading offer.

- Access to volunteering opportunities, reading, social and culture-sharing groups.
- Provided inspiration to find new cultural and reading experiences in safe, free indoor spaces alongside a remote offer and streamed events.
- Overlooked exhibition delivered at Leeds City Museum.
- Provided digital skills support and device lending, enabling people to take part in a wider range of opportunities.

Objective F:

Digital Inclusion: Older People in Leeds have equal opportunity to use digital tools, technology, and services in the right way for them.

- DCMS funded BOSS Project in partnership with 100% Digital Leeds and LOPF, supporting older people with media literacy.
- 100% Digital Leeds Taxi and Bus app digital inclusion project supporting older people in using apps, part of the Travel Connections project, including the flexi bus.
- Successful Health Inequalities funding for 100% Digital Leeds and the LCP team is supporting organisations to develop as Digital Health Hubs across the city- increasing the digital inclusion of older people, supporting them to have devices, data, and support with developing their skills and confidence with digital.
- Older People's Digital Inclusion Network continuing to be delivered by 100% Digital Leeds and LOPF, 44 older people's organisations now part of the network.
- Arts in Care Homes Day was celebrated – a partnership with 100% Digital Leeds and organisations and care homes across the city - enabling older people within care settings to engage with arts and culture digitally with a week of activities.



Healthy & Independent Ageing

Supporting older people to live healthy and independent lives in the community.

Leeds has also declared itself to be a Marmot city to spend the next 2 years tackling health inequalities.

Objective A:

Deliver a plan to promote healthy ageing that focuses on active and Independent Living.

- Undertaken rapid Health Needs Assessment.
- Strength and Balance Programme developed, delivered, and evaluated for Leeds with 241 older people attending and 145 of these completing the programme. The programmes have demonstrated improved falls outcomes across several measures including Timed up and Go - time taken for the participant to stand up from a seated position, walk a short distance and then sit back down in the same chair, Confbal questionnaire to measure confidence in balance and Short FES-1 assesses participants fear of falling.
- HomePlus Leeds delivering adaptations & home warmth across Leeds (3132 households assisted to reduce falls risks).

Objective B:

Deliver a plan to promote healthy ageing that focuses on, Nutrition and Hydration.

- 80 lunch club grant applications approved to support citywide, weekly hot/nutritious meals prepared and served in a social environment to older people (supported through Leeds Community Foundation).

- Advice and support provided to the draft Leeds Food Strategy [Leeds Food Strategy](#).

Objective C:

Deliver a plan to promote healthy ageing that focuses on Mental Health and Wellbeing.

- Supported the Mental Health Strategy Priority 7 Group ensuring older people have access and support that meets their mental health needs.

Objective D:

Deliver a plan to promote healthy ageing that focuses on the broader determinants of health and health protection.

- Completed the Leeds Public Health Cold Weather Plan to identify and provided additional support to those most at risk of the negative impact of cold weather.
- Worked in partnership with HomePlus Leeds/Green doctor to reduce fuel poverty, including the delivery of the Place Based Fuel Poverty Programme, Stay Well This Winter Grants and Warm & Cosy Grants.
- Stay well this winter grants administered. 20 projects have been supported, with 4,208 individuals directly supported and good physical and mental health outcomes.



Housing

Ensuring housing is suitable for older people as they grow older.

Objective A:

Improving housing quality / adaptations to support independence.

- Developed a project for Housing Staff to be located in Leeds Hospitals alongside Transfer of Care Team to proactively manage housing discharge cases.
- Home Plus Service supported 1181 households to reduce fuel poverty and 3132 to reduce falls risks, with good reach into the most deprived areas of the city and most clients reporting feeling safer (97%) and more independent (95%) in their home.
- Reviewed Home Independence & Warmth Needs Assessment and specification in preparation for re-procurement.
- Implemented a pilot project for the use of DFG funds to improve wider housing condition linked to adaptations.
- Supported the development of the West Yorkshire Dementia Housing task force with a senior dementia housing champion in place.

Objective B:

Increasing public and agency awareness of information and advice on housing options with preventative focus.

- The Leeds Housing Strategy was reviewed in Summer 2022, with a refreshed Age Friendly theme aligned to the Age Friendly Strategy.
- Supported the development of the West Yorkshire 'Rightsizing' campaign, encouraging people to plan for their future housing need at an earlier stage.

Objective C:

Increasing provision of age friendly housing options including accessible new housing and specialist housing with support.

- Good progress was delivered in increasing the supply of Extra Care homes with the opening of Greenmill Gardens in Seacroft via Home Group in summer 22 and other schemes in development.
- Extra Care Project Board established with representation from Adults and Health, Housing and City Development to oversee the successful delivery of the Extra Care Programme
- Health and Housing Breakthrough Project established to oversee series of projects to improve health through housing, e.g., hospital discharge, wider use of DFG monies to look at wider housing condition, health and care project in high rise flats, training programme for health and housing professionals.
- Ensured that the older persons voice was taken into account as part of the Local Plan Update consultation.



Public and Civic Spaces

Supporting older people to access and enjoy outdoor spaces in the city.

Objective A:

Access for all: Ensuring that parks and green spaces are accessible for everyone who wants to use them.

- The new developments at Tropical World and Aire Park to include new accessible toilets/changing places toilets.

Objective B:

Health and Wellbeing: Providing and promoting a wide range of opportunities for people to get the health benefits of spending time in green spaces.

- Armley and Goffs Park Countryside Ranger funded by Wades Charity working with the community including, healthy walks, family events and working with the local friends group.
- Love Exploring App continuously developed to include walking trails with augmented reality games.

Objective C:

Working with communities: Having a positive, open, helpful and collaborative approach to delivering the Parks and Countryside service.

- Leeds Parks and Green Spaces Forum is a group of 101 members, who meet on a quarterly basis. Parks and Countryside continue to offer support and regular updates from senior team
- The Parks Outreach teamwork with city wide volunteer groups daily.
- Plans on a page to be developed for our 65 community parks. 13 complete, consultation on East End Park has just begun, Harehills and Burley parks and Blenheim Square consultations to follow shortly.



Travel and Road Safety

Providing a range of accessible travel options to older people across the city.

Objective A:

Ensure older people have a choice of transport options and can chose a mode that is most appropriate for their journey.

- Balm Road Active Travel Scheme in construction. The scheme involves new segregated cycle facilities and improved pedestrian crossing provision.
- Works on the City Square Gateway as a new pedestrian space.
- Walking and cycling improvements to the Wellington Street/ Wellington Road junction
- Neville Street/Bishopgate walking and cycling infrastructure is on site.
- Consultations undertaken for the Shaw Lane/Otley Road junction improvement scheme.
- Holbeck Streets for People scheme (Recreations) is completed.
- 3 new Active Neighbourhood Teams schemes in development, with public participation.

Objective B:

Lower the cost of mobility, ensuring transport is affordable and accessible to everyone.

- Electric bike hire scheme spec to include 'step through' bikes to make the scheme accessible to older people.
- Leeds City Council bike libraries operating in parts of the city with views to extend.
- Advocating at Bus Fair meeting on barriers older (and young) people experience when applying for/ renewing the Metro pass.
- Starship robots trial live in Adel.

Objective C:

Eliminate Road deaths and serious injuries by adopting a Vision Zero.

- Average speed cameras placed in Horsforth to Dawson's Corner to Bramley, Dawson's Corner to Thornbury, and Rein Road to Kirklees border.

Objective D:

Support and motivate people to make healthy travel choices.

- Launch of online map allowing users to view roads gritted in the last 12-24 hours.
- The online map also provides information on your nearest grit bin and allows you to view where gritting vehicles are in real-time.
- Review of 'Suggest a scheme' submissions received to identify locations for pedestrian improvements/ new crossings.