

# THE AGE FRIENDLY CHARTER

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Leeds actively celebrates and promotes  
positive ageing for all its citizens.

# WE BELIEVE THAT:

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Older people should feel valued in their community and live healthy, fulfilling lives with adequate access to, and choice and control over, any support that they may need.

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Older people offer a wealth of knowledge, skills and experience to the city, and should never be made to feel invisible or disenfranchised from civic participation.

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Older people should be taken seriously in their concerns—whether about safety, health, social inclusion, their environment or political processes.

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Older people should be able to live, work and play where and how they want—free from fear—no matter their ethnicity, religion, sexuality, gender, gender identity or disability.

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Older people should have equal access to information that is accurate and easy to understand.

Older people should have an active role in shaping the policies which affect them.

## AS A LOCAL AUTHORITY

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Leeds City Council pledge to keep Leeds safe, accessible, and fun for older people. This includes (but is not limited to):

1. Dedicating adequate resources to the wellbeing, housing and social care needs of older adults.
2. Making timely repairs to streets and pavements.
3. Producing concise and easy-to-read written information, in plain English and other relevant languages.
4. Using positive and inclusive images of older people in our materials.

## AS A BUS OPERATOR

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We pledge that our drivers will wait for older passengers to sit down before setting off, and will offer patience and assistance to anyone who might need it.

We pledge to take the needs of older people into account when planning routes.

## AS A BUSINESS OWNER

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I pledge to make my business a place where older people feel comfortable and valued, offering a seat to take a rest, a toilet to use, and extra time if necessary.

## AS A COMMUNITY ORGANISATION

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We pledge to:

1. Give older people power and input into the running of the organisation.
2. Engage older people in choosing and organising activities that are appropriate and inclusive, which could include physical activity, arts and crafts, trips out, digital learning, and intergenerational opportunities.
3. Consider the needs of all ages, not just children, when badging an activity “family friendly.”
4. Use positive and inclusive images of older people in our materials.

## AS A HEALTH PROVIDER

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We pledge to take older people’s concerns about their physical health, mental health and memory seriously, and not dismiss them simply as “a part of old age.”

We pledge to make the process of getting appointments as easy as possible, taking into account the varying digital capabilities of older people.

## AS A POLICE AUTHORITY

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West Yorkshire Police pledge to make the safety and security of older people a priority. We will do this by:

1. Patrolling areas where older people are likely to be victims of crime.
2. Supporting and strengthening the work of Neighbourhood Watch Groups.
3. Responding promptly and clearly to concerns reported by older people.

## AS A HOUSING PROVIDER

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We pledge to give older people access to housing designed to meet their needs, which is:

1. Safe and secure, both physically and financially.
2. Located to appropriate transport facilities and local amenities.
3. Adapted to be accessible or built to the Lifetime Standard.
4. Consulted on with older people.

## AS A CITIZEN

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I pledge to consider the needs of older people by:

1. Not parking on pavements, in bus stops, or disabled parking bays.
2. Doing my part to keep streets clean.
3. Showing patience, compassion and respect to those who may have mobility problems or memory loss.
4. Being a friendly face and good neighbour to older people in my community.



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Leeds joined the World Health Organisation's Global Network of Age Friendly Cities in August 2014. Following the framework set out by the WHO and guided by input from older people all over Leeds, Time to Shine and the Ageing Well Board ask key stakeholders to work toward these pledges.

To find out more, please visit [www.timetoshineleeds.org](http://www.timetoshineleeds.org) or ring 0113 244 1697.