

How the Age Better in Sheffield programme is delivering on the World Health Organisation's **8 Age-Friendly City domains**



Introduction

In June 2018, Sheffield joined the Age-Friendly Cities network. The World Health Organisation's age-friendly model incorporates 8 domains through which cities can meet the needs of people of all ages: housing, transport, social participation, outdoor spaces and buildings, respect and social inclusion, communities support and health services, communication and information, and civic participation and employment.

This document details how Age Better in Sheffield and its delivery partners are working towards making Sheffield an age-friendly City through the eight domains.

World Health Organisation's 8 Age-Friendly City domains



Transportation



Housing



Social Participation



Respect and Social Inclusion



Civic Participation and Employment



Communication and Information



Community Support and Health Services



Outdoor Spaces and Buildings

Age Better in Sheffield – at a programme level

Housing

South Yorkshire Housing Association (SYHA) is the lead organisation of Age Better in Sheffield, and the partnership has proved valuable in recognising that Housing is a key sector in which loneliness and isolation amongst older people can be tackled. Age Better in Sheffield and SYHA produced 'Ageing Better: Working with older people to reduce social isolation and loneliness: A Guide for Housing Associations'.

Social Participation

Our Conversations that Connect Campaign, delivered in partnership with The Thinking Project, shares tips and skills for making meaningful connections through a short video series, postcards and workshops. As connections are essential for communities of value and quality, this initiative aims to make Sheffield a place that encourages people to flourish and thrive.

Since the beginning of the Age Better in Sheffield programme we've designed and delivered Neighbourhood Toolkits in three of our four target wards – Burngreave, Beauchief and Greenhill, and Firth Park. We start by meeting local people who share their stories, thoughts, and experiences about what it's like to live and grow older in their ward. We then work together to create a toolkit to reduce isolation and loneliness in those aged 50 and over and they are posted through 10,000 letterboxes. We are currently working on the final toolkit which is happening in Woodhouse.

Following lockdown, we introduced our new Moments of Joy project to commission activities that are good for the mind, body and soul of older people across Sheffield as they experience self-isolation. Due to the success of the project so far, our Moments of Joy work has been extended to continue providing connection and positivity.

Communication and Information

In August we launched our first Age Better in Sheffield Update, a monthly e-newsletter keeping key stakeholders, the general public and other subscribed bodies, up to date with the work of the programme and our journey towards making Sheffield an Age-Friendly City. The newsletter will inform people of the Age-Friendly City membership and invite them to join the city-wide initiative. We will also use our online presence to share and promote the Age-Friendly initiative.

Civic Participation and Employment

Age Better in Sheffield is guided by our Core Partnership, which includes older people professionals, and representatives from organisation across the city. The Partnership meet regularly throughout the year to oversee and direct the development of the programme, to provide governance, and to make decisions that help us keep moving forward.

Better Journeys - PWLC

Transportation

Better Journeys are producing a training resource for Sheffield bus drivers, including how to minimise the barriers older people have around using public transport. The project is also working on creating new journey assist cards which tackle the barriers older people have when accessing public transport. These will be of a standardised format so they will be able to be used on all busses and trams if transport providers allow it. Training on using these cards will also be provided.

Communication and Information

A digital inclusion training – ‘Better Connections’ – will allow people who want to move ‘offline’ to ‘online’ to do travel-related tasks, such as accessing live bus and tram times, planning journeys and getting tickets. A Sheffield City Region (SCR) active travel map will seek to promote active travel and encourage communities to input feedback in relation to physical barriers that make journeys difficult and suggestions of improvements.

Outdoor Spaces and Buildings

A focus group will help design an age-friendly bus stop which will overcome some of the barriers older adults experience when using busses and be used as an example of how bus stops should be built to best suit people of all ages.

Social Participation

In order to increase people’s ability to participate in society, Better Journeys are working on a new project which pairs volunteers with participants to help make them feel more confident making journeys and using public transport. This will be accompanied by an Independent Travel Training course, consisting of sessions where Better Journeys staff will work with participants and help increase their confidence using public transport.

Ripple Effect - Sheffield Mind

Communication and Information

The Ripple Effect project has been collating a mix of bereavement support materials with the aim of producing a long-standing toolkit, to be used by public and professionals.

Community Support and Health Services

The skills and resources acquired by participants will trickle out into the community as individuals who have been supported by the Ripple Effect project will continue to engage with their community and bereavement conversations will continue to happen. The project also seeks to raise the profile of a community approach to bereavement support within Sheffield Mind and the wider Health and Social Care Community.

Sparks - Ignite Imaginations

Social Participation

The Sparks project seeks to ensure that individuals feel empowered to try new arts and cultural experiences, such as attending events and participatory workshops. The project has also developed relationships and links with festival networks, encouraging members and festival organisers to be routinely considering older people as part of their programming. Other arts and cultural venues in the city are being invited into the Age-Friendly conversation and encouraged to offer specific events and offers for audiences over 50 and sign up for Age Friendly Standard <https://www.familyarts.co.uk/age-friendly-standards/>.

Civic Participation and Employment

Sparks have hosted steering groups and project sub-groups and these opportunities have provided participants with opportunities to network and connect with other older people in the city. These groups have also encouraged information and opportunity sharing.

Start-up – Ignite Imaginations

Civic Participation and Employment

Start Up will produce a guide aimed at individuals who want to start their own social group. This guide will be disseminated via partners and providers to target groups. By the end of the project, people will have been empowered to establish and maintain social activity groups.

Social Participation

Ignite Imaginations and Age Better in Sheffield will work to assist in making connections between Start Up groups and community partners, to increase the likelihood of long-lasting success and support structures. Throughout the project key areas of skill development have been identified in order to give individuals confidence and resources to be successful.

Wellbeing Practitioners – Sheffield Mind

Respect and Social Inclusion

The Wellbeing Practitioners project will be hosting Active Listening Skills workshops for staff and volunteers supporting others in the community, to build skills and confidence of those delivering support. Staff working on the project will also be attending workshops building confidence and knowledge on using co-production and co-evaluation.

Community Support and Health Services

Wellbeing Practitioners have been and will continue working with participants to empower them build on their own resilience. This is co-created between the participants and the practitioners on an on-going basis as participants can recognise signs and understand the triggers that affect their mental health and are more able to help themselves. The work the project is doing with delivery partners, charities and organisations supporting their communities means communities will have a better understanding of mental health and emotional wellbeing. An increased knowledge of the range of services Sheffield Mind offers, alongside established, long-term relationships, will improve the reach to BAME communities and increase referrals from these communities. Their learning will also expand understanding and awareness of creative therapies such as Mindfulness, Dance Movement therapy and Art therapy.

Social Participation

As well as 1:1 work, group activities with the aim of promoting connections, social activity and emotional wellbeing are held. An example of this is Singing for Wellbeing.

Age-Friendly – Age UK

Civic Participation and Employment

As one of the partners taking the lead on the Age-Friendly City work, Age UK Sheffield is dedicated to gathering the voices of older people in Sheffield by providing a simple and accessible pathway to having their voices heard and giving them the confidence and platform to get involved. A key objective of Age UK Sheffield's is to ensure that the Age-Friendly Sheffield Programme is lead and supported by older people, creating opportunities for social engagement and reduce social isolation.

Respect and Social Inclusion

The Age-Friendly feedback and outcome system will provide a clear pathway for communities to influence the future plans of key organisations across the 8 domains of an Age-Friendly City.

Communication and Information

An 'Age-Friendly Sheffield Big Book' will store all the Age-Friendly related resources, making it easily accessible and sharable with all contacts and partners. This system will be accessible via the website, email and by mail out for those not digitally engaged.

Outdoor Spaces and Buildings

Age UK Sheffield are working with Moor Market to create a pitch for a talking bench and liaising with agencies in Sheffield to increase the breadth of the 'Take a Seat' toilet campaign culminating in a toilet map in Sheffield City Centre.

Age-Friendly – Lai Yin

Civic Participation and Employment

By holding regular workshops with participants, Lai Yin hopes to empower members of the community to be more confident and know they have a voice and can participate in the conversations happening in their city. Volunteer opportunities will further empower people to contribute.

Communication and Information

Communities and other organisations will have access to Age-Friendly resources to assist them in adopting an Age-Friendly approach. These resources will be stored in a single location making them easily accessible.

Outdoor Spaces and Buildings

Age-Friendly prototypes designed by older people are being tested with the hope of implementing them in the city. For example; ensuring there is enough seating in the city and its parks; campaigning for more bus shelters; reviewing what Age-Friendly signage looks like and testing bi-lingual medical resources.

Live Better: Get Connected – Reach South Sheffield

Respect and Social Inclusion

By the end of the project, participants will be able to manage their own financial issues or have the support they require to manage their financial issues. Working towards freedom from financial hardship will allow participants to be better connected with their communities.

Civic Participation and Employment

As participants will be involved in volunteering, community activities, become members of organisations or have a form of social support in place, they will become active members of their community. The Community Expert Group meet once or twice every quarter to discuss matters relating to the project and wider society. The group serves as a steering group for the project and as a social group for the members.

Communication and Information

The Get Connected Toolkit is an entirely co-produced interactive questionnaire. It includes 3 different activities which aim to gather financial and social data in non-traditional formats. The activities include financial personas, the CFPB financial wellbeing scale and social intervention picture cards. Live Better: Get Connected hosted an exhibition – Reaching Out and Giving Voice. The aim of the exhibition was to provide the public and stakeholders with insight into the work and learning of the project and to help challenge public stigma surrounding financial and social exclusion. It was coproduced with the community expert steering group and reflected experiences of participants of the programme. By the end of the programme there will be a city-wide toolkit that can be shared. An End of Service Highlights Book will also be produced that tells the successes and learning of the service.

A Better Life – SOAR

Social Participation

A Better Life aims to leave a legacy of connections that outlast the duration of the interventions. For example, through friendships, or through sustainability of groups. This will be achieved as participants become more confident and comfortable in building connections with each other as a result of the programme. Those working on the project will encourage participants to share newly found skills around resilience and demonstrate how they can play a part in reducing isolation in their own communities.

Respect and Social Inclusion

Participants of A Better Life will leave the programme with an improved financial literacy and income maximisation, whether through reduced debt or increased benefits. By increasing participants income, they will have access to social and physical activities which will reduce loneliness and social isolation.

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