Age-friendly Sheffield Briefing Pack

COMMUNITY FUND

AGE-FRIENDLY SHEFFIELD

Welcome. If you live or work in Sheffield, you're in the right place!

Please use this briefing pack to learn more about the age-friendly movement in Sheffield.

You will find links to useful learning, materials and age-friendly resources, such as presentation slides, brand guidelines, and co-production tools. These can support you to have good conversations about an Age-friendly Sheffield within your communities and areas of work.

Briefing pack content

An Age-friendly Sheffield is an inclusive city. A city that supports people of all ages to live well. A city that values and respects people across their life course. It's a healthy, well connected, social, prosperous and fun place to live. It's the kind of city that you want to grow older in. We believe this to be more important than ever before as people in Sheffield re-imagine a post-pandemic world, rebuild and reconnect.

Age-friendly Cities and Communities Network and Active Ageing

Age-friendly Cities and Communities is a World Health Organisation (WHO) initiative that launched in 2006. The initiative aims to drive local cities and communities to foster and support active ageing. The Age-friendly Cities Network spans across the globe and incorporates 40 UK towns and cities. Sheffield is one of them!

"Active ageing is the process of optimizing opportunities for health, participation and security in order to enhance quality of life as people age."

'Active Ageing: A Policy Framework'

This approach underpins our ambitions for Sheffield.

The journey to Age-friendly Sheffield

Age Better in Sheffield was set up in 2015 with funding from the National Lottery Community Fund with a remit to reduce loneliness and social isolation amongst people aged over 50 in Sheffield. In the 7th year of the programme, the learning, resources, partnerships and projects have a renewed focus and passion towards building an Age-friendly Sheffield.

Test and learn

A legacy of the innovative Age Better in Sheffield programme, Age-friendly Sheffield embraces a 'test and learn' approach. This means being flexible and agile, identifying and sharing when things have not gone as planned, as well as recognising successes, to ensure continuous learning.

Through an ongoing commitment to 'test and learn', we can support each other to adopt proven age-friendly practices and play to our individual and collective strengths.

Age-Friendly Sheffield

Transportation

Civic Participation and Employment

Housing

Communication and Information

Social Participation

Community Support and Health Services

Respect and Social Inclusion

Outdoor Spaces and Buildings

Age Better in Sheffield Projects

Better Journeys — AGE BETTER IN SHEFFIELD — pwlc projects

Age-friendly Sheffield — AGE BETTER IN SHEFFIELD — Zai Min Association, Sheffield age UK

Sparks — AGE BETTER IN SHEFFIELD — IGNITE IMAGINATIONS

Wellbeing Practitioners — AGE BETTER IN SHEFFIELD — mind Sheffield

A Better Life — AGE BETTER IN SHEFFIELD — SOAR

The Ripple Effect — AGE BETTER IN SHEFFIELD — mind Sheffield

Start Up — AGE BETTER IN SHEFFIELD — IGNITE IMAGINATIONS

Live Better: Get Connected — AGE BETTER IN SHEFFIELD — Reach SOUTH SHEFFIELD

The story so far...

There has always been an appetite in Sheffield to build a city we can all thrive in as we grow older.

2012 -The 'A City for All Ages' framework was drawn up
In 2012, Sheffield City Council signed off on the City for All Ages Framework which was authored by Julia Thompson, Strategic Commissioning Officer, after work by the research team at the Council, under James Henderson. City for All Ages was championed by a city level partnership board chaired by Professor Alan Walker, an international lead in the study of ageing, social policy and social gerontology at the University of Sheffield

2019 - Sheffield becomes a member of the WHO Age-friendly Cities network
In 2019 Sheffield City Council, in partnership with Age Better in Sheffield, was successful in their application to the join the World Health Organisation's Age-friendly network.

2020 - Age Better in Sheffield secures additional year of funding
In 2012, Sheffield City Council signed off on the in 2020, South Yorkshire Housing Association was successfully secured additional investment to work in partnership with Sheffield City Council to build an Age-friendly Sheffield.

2014 - Sheffield secures £6m investment from The National Lottery Community Fund
In 2014 Sheffield secured a £6m investment from The National Lottery Community Fund to deliver a programme to reduce loneliness and isolation. South Yorkshire Housing Association was successful in their bid to lead on the new Age Better in Sheffield programme.

2019 - ABiS commissioned Age-friendly Sheffield projects
Members of our Core Partnership who form our governing body for ABiS were prime movers in this application and when it came to commissioning a second round of ABiS projects in 2019, the Core Partnership demonstrated their commitment to an Age-friendly Sheffield by allocating funding to specific age-friendly development work through our delivery partners Age UK Sheffield and Lai Yin.

A bit more about the Age-friendly Sheffield partnership

There are already many brilliant organisations across Sheffield working together to make our city a more age-friendly place.

Since 2015, many organisations have collaborated with Age Better in Sheffield on projects designed to help people feel more connected.

These partnerships have supported over 2800 people directly through activities such as peer bereavement support, active travel, financial inclusion and community activism.

Age-friendly domains and Sheffield priorities

The age-friendly agenda needs to make sense to the people and organisations that will deliver it.

We have matched the WHO '*eight domains of age-friendly communities*' with Sheffield's '*eight city-wide priorities*' to focus local conversations and activity.

Sheffield priorities animated infographic

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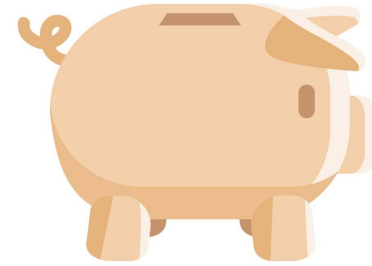# All about the age-friendly agenda in Sheffield

We're all growing up and growing older. Through the age-friendly agenda we are exploring what type of city we want to grow older in.

Age-friendly conversations are happening across the city; face-to face, online, amongst partners and within communities.

Over the next 18 pages of this briefing pack, you can learn more about some of the things that are happening across our city to help make Sheffield a brilliant city to grow older in.

Funding

Through the 'Adding Life to Years: Active Ageing Micro-fund', we are delivering more than £28,332 in micro-funds and working with 20 Sheffield-based organisations, individuals and groups.

All projects were funded between £200 and £2,000 to support age-friendly activities and events.

With this funding we are helping to connect people with Sheffield's eight city priorities, supporting conversations and activity that will strengthen the Age-friendly Sheffield agenda; making Sheffield a brilliant city for all people to grow older in.
Learn more about the impact of funding.

Funded: Philosophy int' pub…

Funded: Dance Group…

Funded: Hampers…

Co-production - 100 Voices

We've been working with people across Sheffield, supporting them to have their say and help design a city that they would be happy to grow older in through the 100 Voices project.

We are collecting videos, audio clips and survey responses relating to eight priority areas for the city, to inform the design of an Age-friendly Sheffield.

100 Voices aims to move age-friendly from a conversation, to the delivery of real change in city-wide accessibility, space design, infrastructure, transport, health agendas, communities and the economy.

Co-production is an important aspect of the way we work to ensure that community voices are included in the conversation and the value of lived experience is incorporated into the bigger picture.

Our core principles are: Collaboration, Diversity, Respect, Empowerment and Involvement.

Play the 100 Voices explainer video

Learn more about co-production and download the Ageing Better Stronger Together co-production toolkit here.

Learn more about 100 Voices and see what people are saying about Age-friendly Sheffield here.

Have your say. Take part in and share the 100 Voices survey.

Employer training: BITC

We have partnered with Business In The Community (BITC) on a training workshop based on their toolkit: Becoming an age-friendly Employer. The training explores the role inclusive, accessible workplaces play in local economies. The training is aimed at South Yorkshire businesses and third sector employers.

The aim is to improve whole-life-course accessibility to the workplace in Sheffield by looking at the culture, language, tools, technology and spaces used through an age-friendly lens, celebrating and sharing best practice and identifying opportunities for positive change.

Mobilising people and partners

Stakeholders across the city are working to embed age-friendly activity within their specialist areas of work and community.

Specifically, we are working with people and organisations that are connected to the eight domains of an age-friendly city.

This work aims to connect, network and inform influential people who have a leading role in their profession or field of experience - so that they have the tools and the knowledge to engage with age-friendly principles within their space.

Through our partnerships we are drawing on the passion, knowledge and platforms of a much broader population of people in Sheffield. People are encouraged to connect, network and inspire through events and storytelling activity, thus keeping the age-friendly conversation relevant and alive at a grassroots level #AgeFriendlySheffield.

Sharing age-friendly learning

Over the last six years we've been working with partners across the city to help make Sheffield a brilliant place to grow older, with a specific focus on reducing loneliness and social isolation. This work was funded by The National Lottery Community Fund and delivered as part of the Ageing Better Programme.

One of 14 Ageing Better areas in England, Sheffield has a lot of relevant learning to share to support the age-friendly agenda. We are distributing useful resources, impact studies and reports through Age-friendly Sheffield channels, learning seminars and celebration events running through to March 2022.

Narrative building

The Age-friendly Sheffield website and social media channels are used to connect people to the city's eight priority areas and link these to the eight domains of an age-friendly city as highlighted by the World Health Organisations.

We use these platforms to explore the age-friendly agenda, encourage conversations, and to tell age-friendly stories.

We celebrate the people, ideas and organisations that are delivering real change through age-friendly thinking. And we promote age-friendly funding, learning, resources and engagement opportunities.

Visit the Age-friendly Sheffield website
Join us on Twitter
Join us on Facebook
Join us on YouTube
Join the conversation #AgeFriendlySheffield

What it means to be an Age-friendly Champion

Age-friendly micro-fund participants have been thinking about how to champion the Age-Friendly Sheffield agenda across their whole life-course; making pledges to support communities. Age-friendly Champions are people committed to keeping the conversation alive and actions current with a pledge.

"Challenge the idea that people's health improvement has a sell by date."

(micro-fund recipient)

"Building bridges between age groups in african-caribbean communities."

(Ursula, Adira)

"To empower women to age positively and support each other."

(Charlie, MeNoPause)

"Be confident talking about age-friendly and fly that flag proudly…"

(micro-fund recipient)

What would be your Age-friendly Sheffield pledge?

Age-friendly Sheffield events

Through a series of learning and celebration events, we are bringing people together around topics that affect their community, particular area of work, experience or academia.

We are exploring opportunities and challenges, sharing learning, tools and personal stories.

Using workshops we're digging deeper and having strength-based conversations about topical age-friendly themes.

Neighbourhood Toolkit

Since 2016 we've created three Neighbourhood Toolkits in different target wards across Sheffield.

A Neighbourhood Toolkit is a unique item, co-designed with the local community and then pushed through 10,000+ letterboxes. The content aims to reduce loneliness in people aged 50 and over by sharing local, tailored information, encouraging neighbourliness and signposting new connections.

The final Toolkit is being delivered in Woodhouse. Using Age-friendly Sheffield themes, local people are designing something that will promote active ageing for all.

In Burngreave our Neighbourhood Toolkit took the shape of a newspaper reporting on inspiring stories and information. In Beauchief and Greenhill a mini pizza-style box held maps and guides to help people embrace their local area in the same way holiday makers might. And in Firth Park, we created an envelope and content connecting people to local services and activities.

Age-friendly Brand Box

In this **cloud based folder**, you will find Age-friendly Sheffield brand guidelines, logos, presentations slides, descriptors and icons to support you to have positive age-friendly conversations in your own communities and areas of work.

Further tools and resources

Active Ageing: a policy framework (2002)

Age-Friendly Communities - a Learning Report by Ageing Better

Age Friendly Environments in Europe: A handbook of domains for policy action (2017)

Creating age friendly environments in Europe: A tool for local policymakers and planners (2016)

Example: how to set up an age-friendly ambassador scheme

Example: How to set up and age-friendly neighbourhood (Bristol)

Global Age Friendly Cities: A guide (2007)

WHO Age-friendly Cities and Communities – Age Friendly Sheffield

WHO Age-friendly Cities Network

100 Voices video playlist

What Next? Some food for thought:

1. What sort of city do you want to live in now and as you grow older?

2. How can we all ensure that the age-friendly agenda is embedded in policies and good practice going forward?

Age-Friendly Sheffield

Thank you for taking the time to read through this briefing pack. We hope you found it useful.
For further information, please visit the website.

www.agefriendlysheffield.org.uk

Last updated March 2022