

### What have we done?

- Research with older people in neighbourhoods to find out the best media for communicating information
- Developed newsletters and 'What's On' guides, and explored ways to make these publications sustainable
- Reduced digital exclusion by funding projects designed to improve tech skills

“Older people are not very visible, I'm not aware of activities for older people – there needs to be more advertisements”



For many respondents, not knowing what was available, or even where to go to find this information, was a key factor that made their neighbourhoods less age-friendly. Many respondents wanted information to be available in physical, rather than digital, spaces. Some respondents desired a 'one stop shop' for advice, and information.

“How do I find out what's going on?”

Respondents stated the importance of social connection and community cohesion, with many expressing a desire for weak but positive social ties with light touch support. People wanted to feel valued and respected by others within their neighbourhood. Identity was a key feature, with many respondents wanting to be around 'people like me'.

“An age-friendly neighbourhood is one where when you say hello you get a response. You don't feel prejudiced, excluded or segregated by others. You are recognised as an individual with talents and respect”



“We look out for each other”

### What have we done?

- Widened perceptions of who are 'people like me' by creating opportunities for people of different backgrounds to come together, such as through projects which are inter-cultural and/or intergenerational
- Challenged stigma around older people by working with older people as assets rather than burdens

A mix of formal and informal opportunities were seen as important to provide a way for people to **connect** and **contribute**. Variety and choice were valued, to reflect the interests of the diverse population of older people in GM.

### What have we done?

- Facilitated and funded a diverse range of opportunities which are older people-led
- Created and supported opportunities for varying and flexible levels of civic engagement
- Provided training and support for developing fair and inclusive decision-making groups

“One voice often cannot be heard but many voices can. It's been lovely talking with friends and making new ones”



“It's something I can be a part of”

“These are things that let me stay independent”



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“I wanted to help out at the luncheon club but thought that would never happen because I have multiple disabilities. Now I can take part in helping at the club I'm feeling like I am being included and have become an asset and not just a burden”

These features were seen as important because they enable older people to engage with the outside world with dignity, allowing them to be as independent as possible for as long as possible.

A lack of accessible facilities such as toilets and seating in their neighbourhood had left some respondents physically isolated or unable to participate in general day to day activities.

### What have we done?

- Amplified the voices of older people to help influence and improve these features and services within neighbourhoods
- Used a combination of both targeted work and improving the accessibility of mainstream activities
- Provided training and promoted an awareness culture and accessibility and equalities

Theme 6:  
Information and communication

Theme 1:  
Community integration and belonging

What makes an age-friendly neighbourhood?  
Evidence from the Ambition for Ageing Programme

Theme 5:  
Feelings of Safety and Security

Theme 2:  
Meeting & Participation Opportunities

Theme 4:  
Community resources and spaces

Theme 3:  
Accessibility, facilities and transport

Examples commonly referred to were a need for good street lighting, the importance of keeping areas clean, clear and tidy, and issues of antisocial behaviour and crime.

### What have we done?

- Facilitated groups of older people to come together in collective action
- Empowered and supported older people to regain a sense of control and have some influence within their neighbourhoods
- Intercultural and intergenerational work has helped to alleviate fears and misconceptions within neighbourhoods

“The network now feel when they come together that there is strength in numbers which enables a stronger voice”



“It's a place where we feel safe and secure”

“There should be safe, clean places for socialising and activities”



“If this place did not exist I would be at home all day, I come here for the good company, and we teach each other new skills”

Respondents commonly referred to a need for green outdoor space and parks, gyms, swimming pools, local centres and services, and general spaces to meet. Some felt a climate of austerity had reduced the availability of these types of spaces.

These spaces were seen as important as a site for information, as well as to provide a base of operation for activities and informal meeting opportunities.

### What have we done?

- Re-invested in neglected spaces to transform them into flourishing sites of activity
- Supported groups to connect with one another and share resources to increase resilience and make better use of limited resources
- Negotiated competing interests within neighbourhoods, assisting groups to find common ground