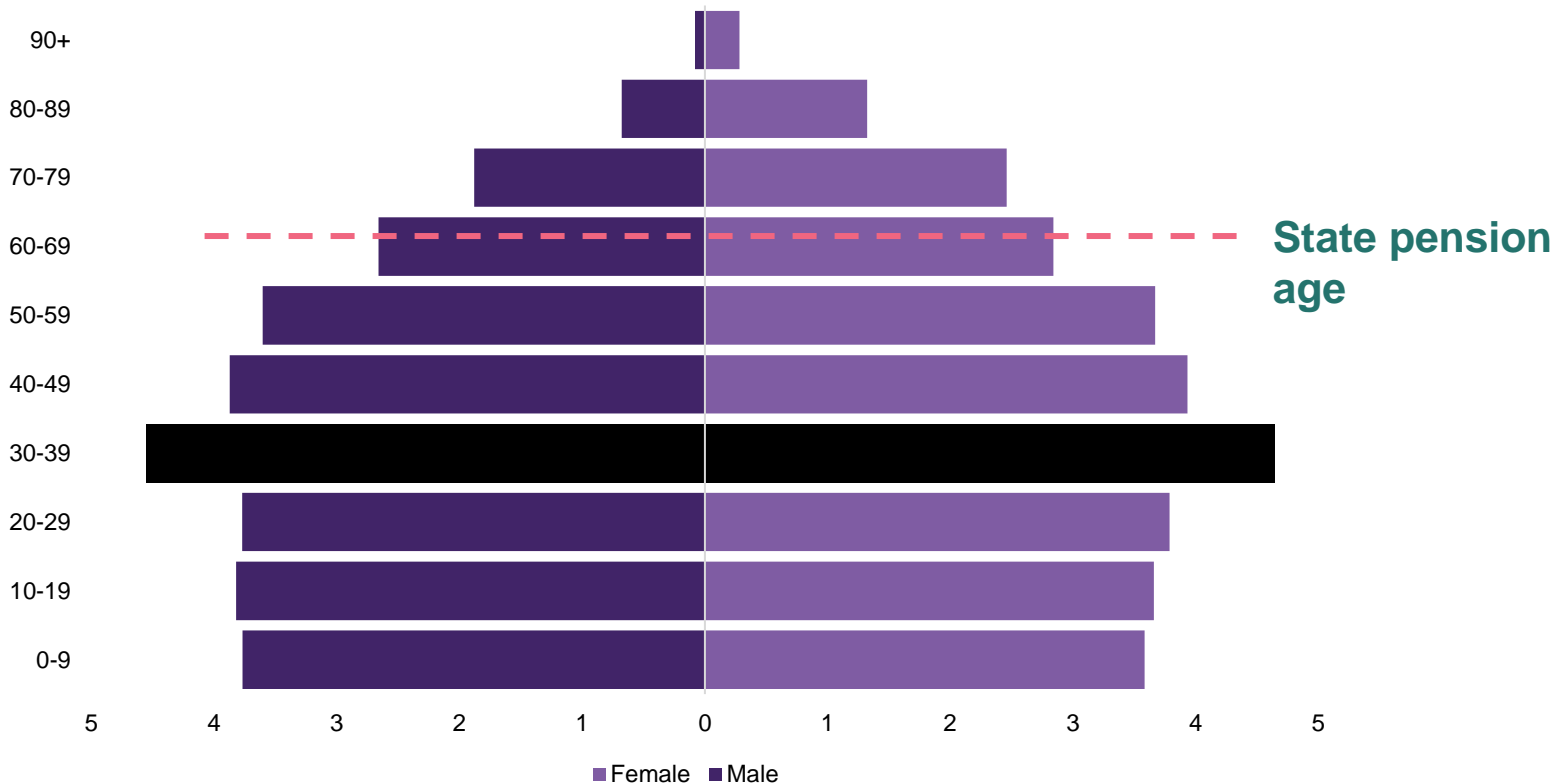


# The role of age friendly communities in creating the Age of Ageing Better

Enfield over 50s Forum  
25<sup>th</sup> February 2021  
Anna Dixon, Chief Executive

# The age profile of the population is changing

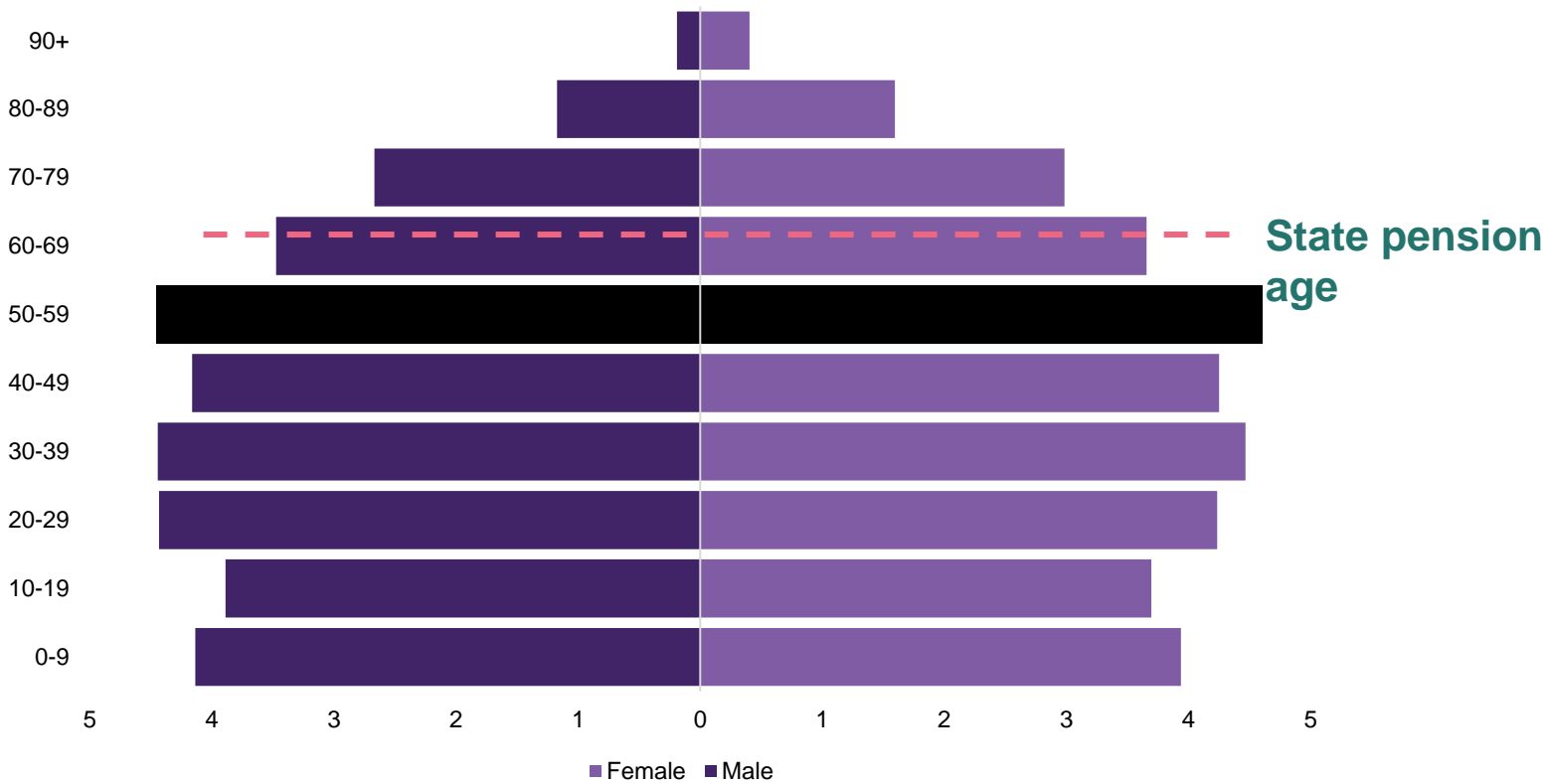
2000 UK population by age in millions men and women



Source: ONS 2018

# The age profile of the population is changing

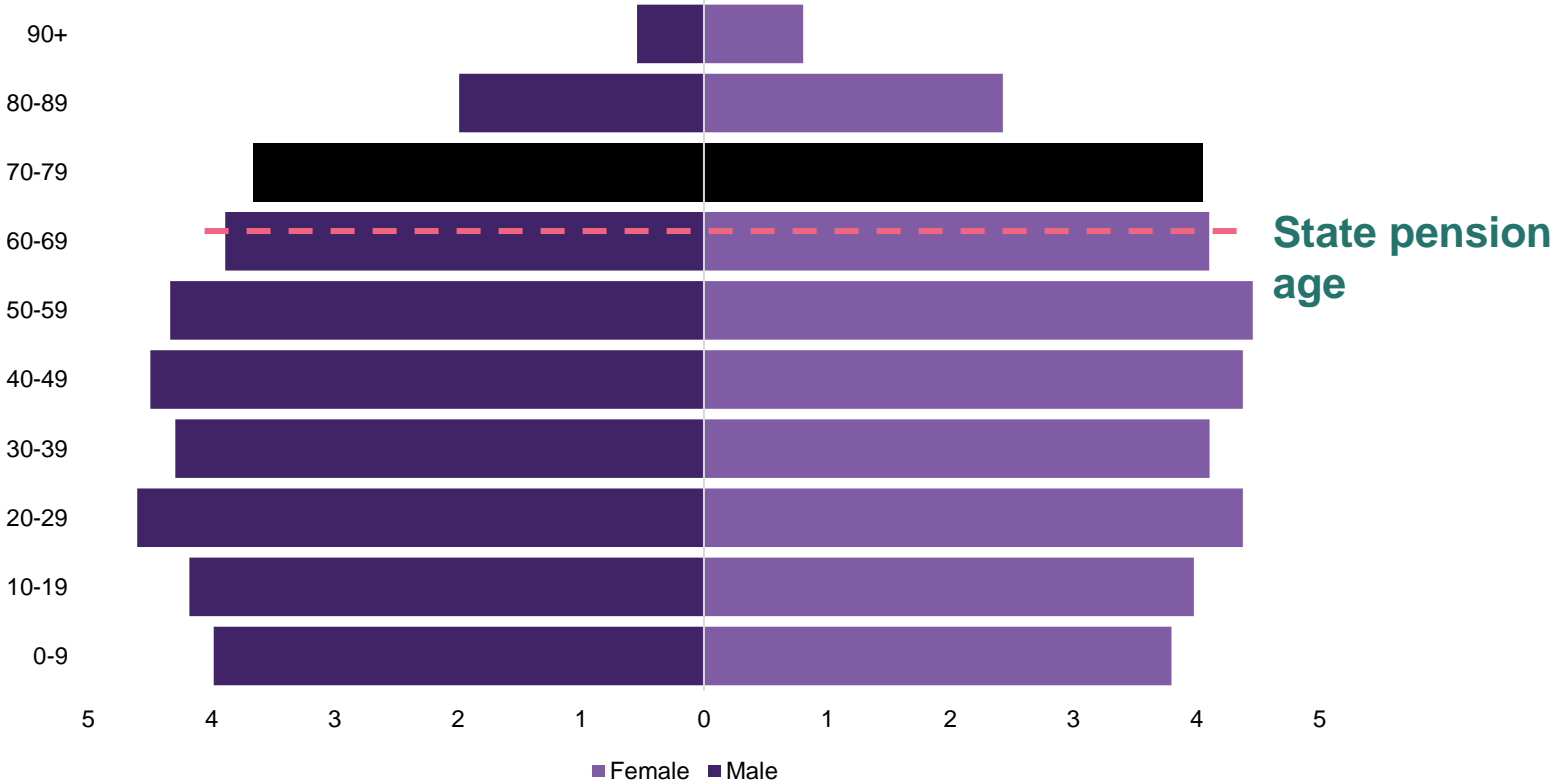
2019 UK population by age in millions men and women



Source: ONS 2017

# The age profile of the population is changing

**2039** UK population by age in millions men and women

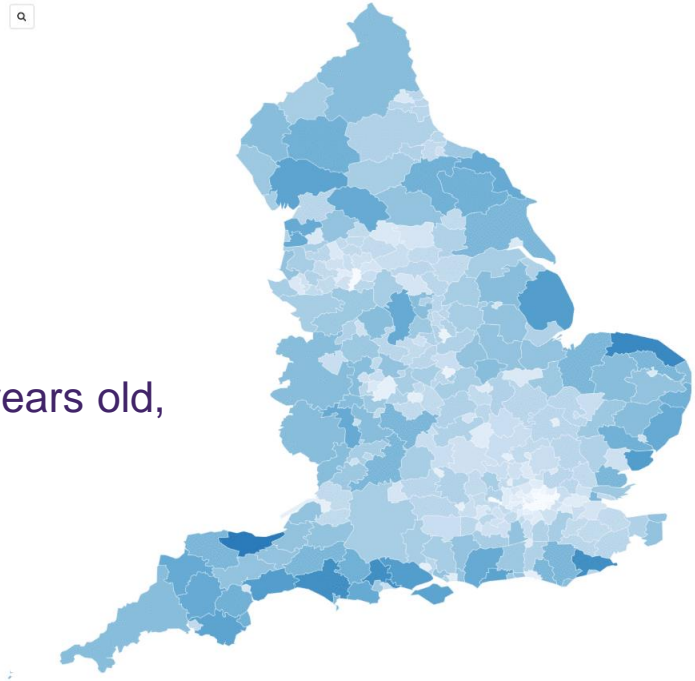


Source: ONS 2017

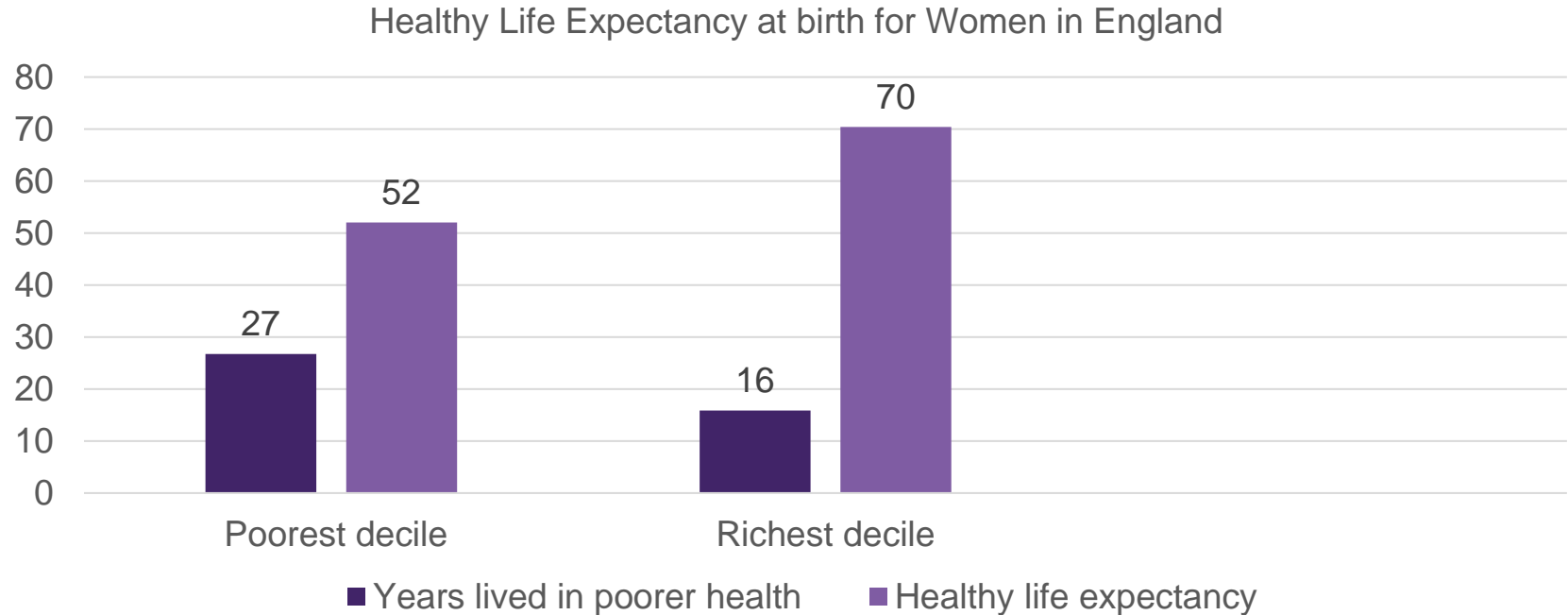
# Those areas with the oldest age profile today will be common everywhere in 20 years time



Percentage of the population over 65 years old, areas of England 2020 and 2040

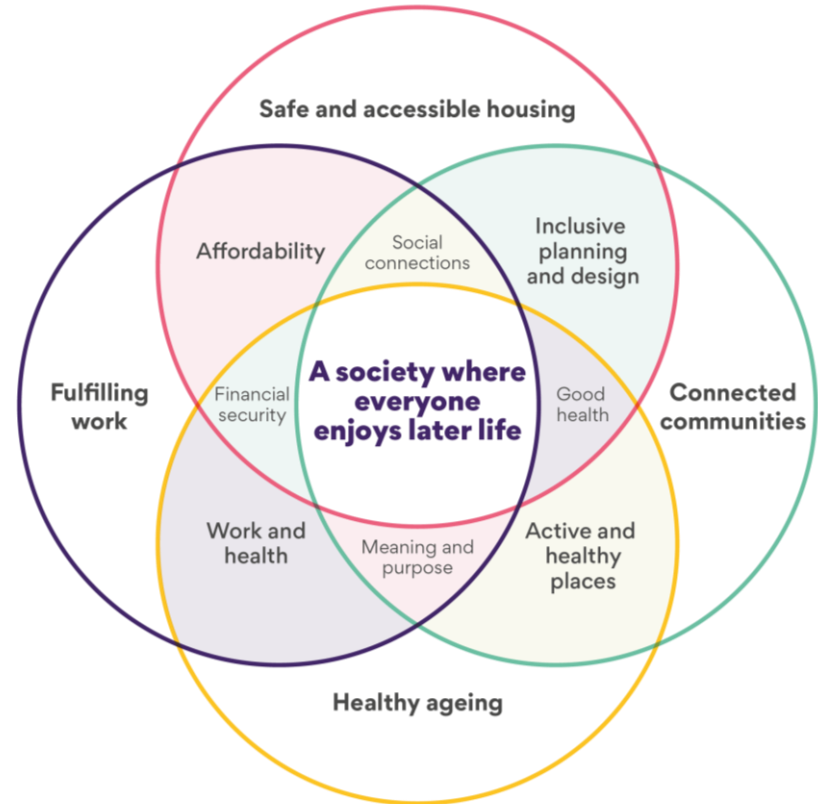


# Women in the poorest areas of England can expect to die younger and live longer in poor health than those in the richest areas



# Our vision and priorities

- At the Centre for Ageing Better we want everyone to enjoy later life. We create change in policy and practice informed by evidence and work with partners across England to improve employment, housing, health and communities.
- We are a charitable foundation, funded by The National Lottery Community Fund, and part of the Government's What Works Network.



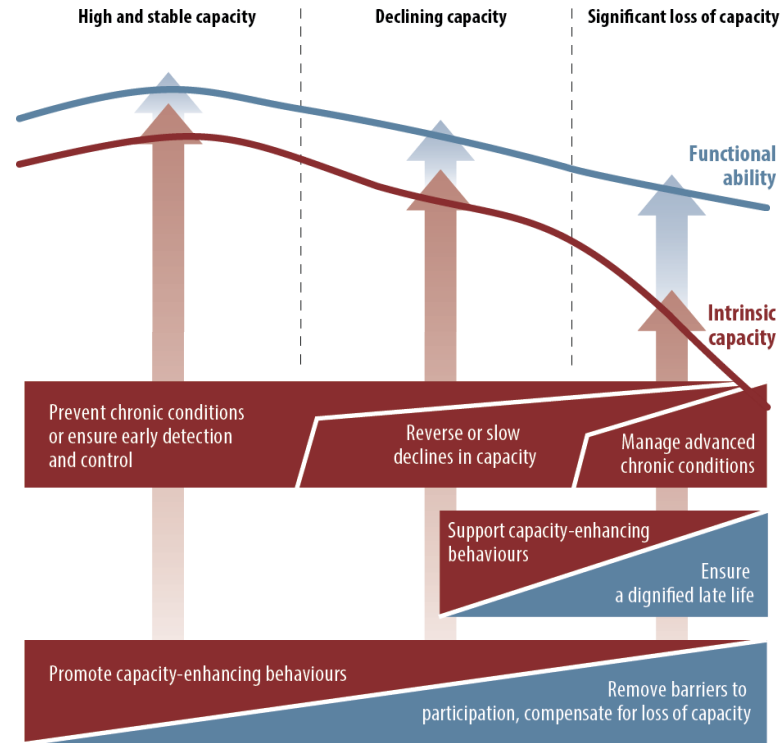
# Being in better health

Our goal is for people to have five more years free of preventable disability, and to reduce the gap between the richest and poorest people in disability-free life expectancy by 2035

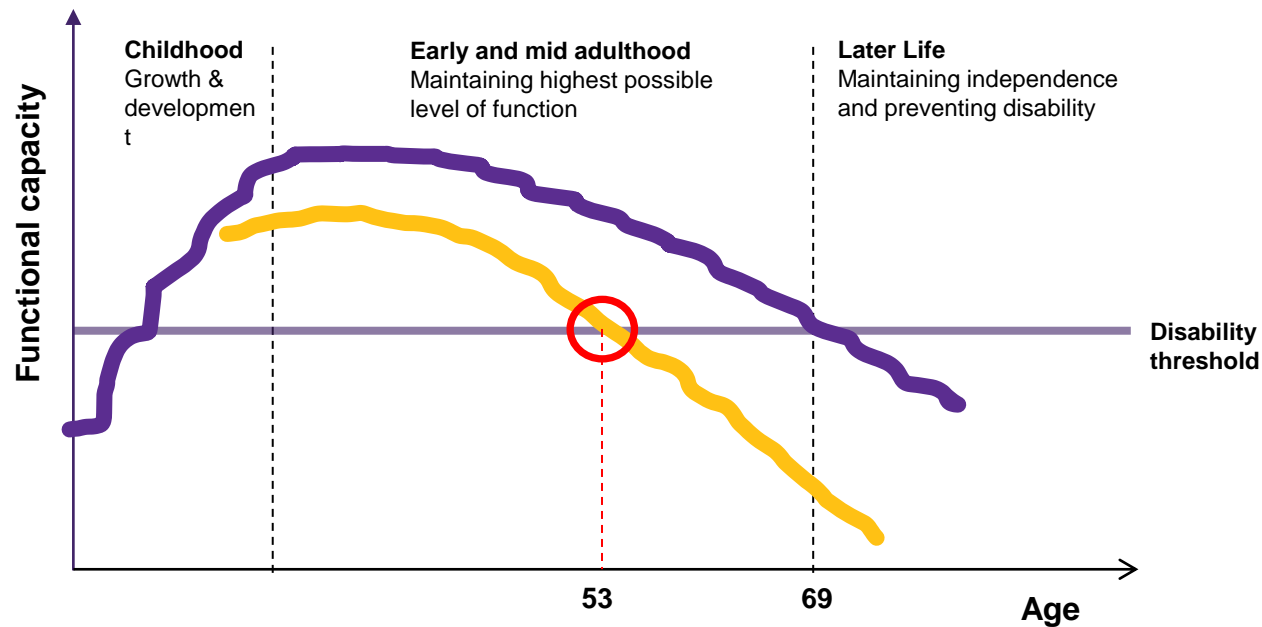




# What do we mean by healthy ageing?

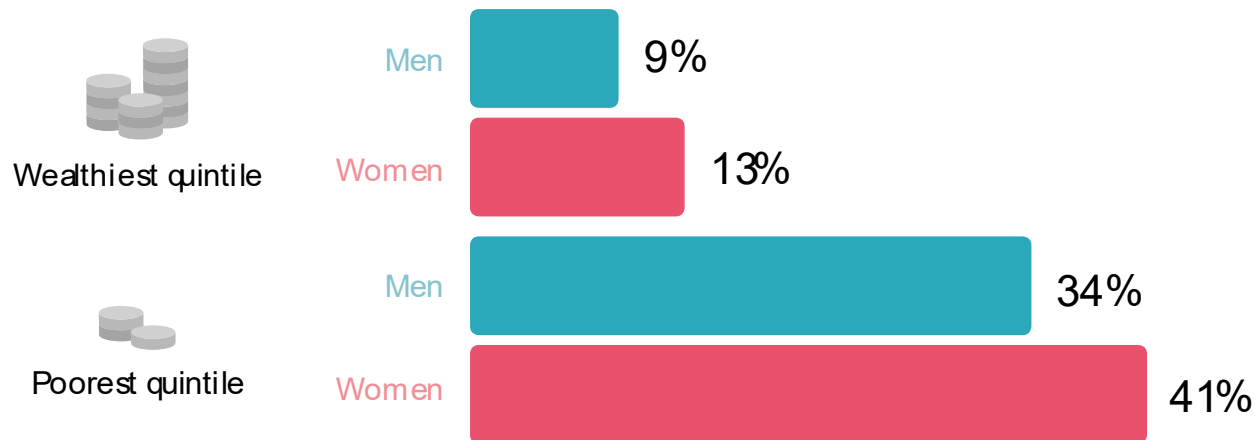


# The gap in healthy life expectancy between rich and poor

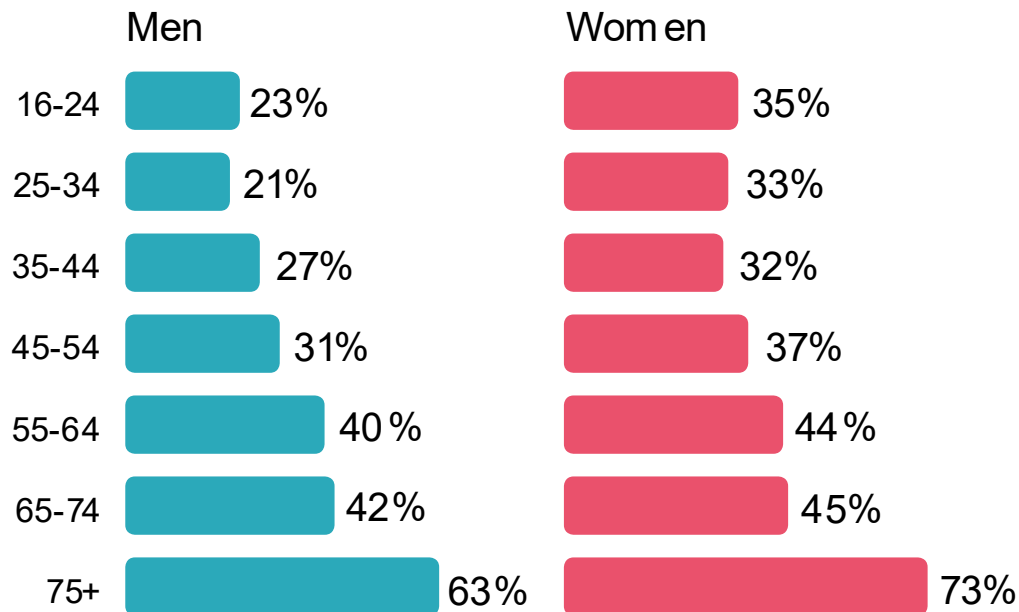


Source: Based on WHO Active Ageing: A Policy Framework. 2002

# People aged 50 and over in the poorest fifth of the population are much more likely to experience difficulties performing at least one activity of daily living



## The proportion of people meeting neither aerobic nor muscle strengthening guidelines increases with age



# Evidence review of muscle & bone strengthening and balance activities



Protecting and improving the nation's health



## Muscle and bone strengthening and balance activities for general health benefits in adults and older adults

Summary of a rapid evidence review for the UK Chief Medical Officers' update of the physical activity guidelines



## UK Chief Medical Officers' Physical Activity Guidelines

Published 7 September 2019














UK Chief Medical Officers' Physical Activity Guidelines

Type of sport, physical activity or exercise	Improvement in muscle function	Improvement in bone health	Improvement in balance
Running	*		
Resistance Training	***	**	*
Aerobics, circuit training	***	***	**
Ball Games	**	***	**
Racquet Sports	**	***	***
Yoga, Tai Chi	*	***	***
Dance	*	*	*
Walking	*	**	*
Nordic Walking	**	*	*
Cycling	*	Ⓢ	**

\*\*\* Strong effect   \*\* Medium effect   \* Low effect   Ⓢ No effect   ⓘ Not known

Table 2: Types of activities that can help maintain or improve aerobic capacity, strength, balance and bone health and contribute to meeting the physical activity guidelines (8)

**Inactivity and sedentary behaviour**  
Inactive and sedentary behaviours are those which involve being in a sitting, reclining or lying posture during waking hours, undertaking little movement or activity and using little energy above what is used at rest (9). Examples of sedentary behaviours include sitting in a chair, while using a screen or reading, or a child sitting in a car seat or buggy. They do not include being active while in a sitting or reclining posture, e.g. wheeling, chair exercises, or seated gym work.

Type of sport, physical activity or exercise	 Improvement in muscle function	 Improvement in bone health	 Improvement in balance
 Running	★	★★	★
 Resistance Training	★★★	★★★	★★
 Aerobics, circuit training	★★★	★★★	★★
 Ball Games	★★	★★★	★★★★
 Racquet Sports	★★	★★★	★★★★
 Yoga, Tai Chi	★	★	★
 Dance	★	★★	★
 Walking	★	★	☆
 Nordic Walking	★★	?	★★
 Cycling	★	★	★

★★★ Strong effect    ★★ Medium effect    ★ Low effect    ☆ No effect    ? Not known

# Improving provision and uptake of strength & balance programmes locally





- **Promote physical activity incl strength and balance**
- **Active travel to support walking and cycling for over 50s**
- **Design of places to ensure walkability for people of all ages and abilities**
- **Example: Take a Seat campaign**



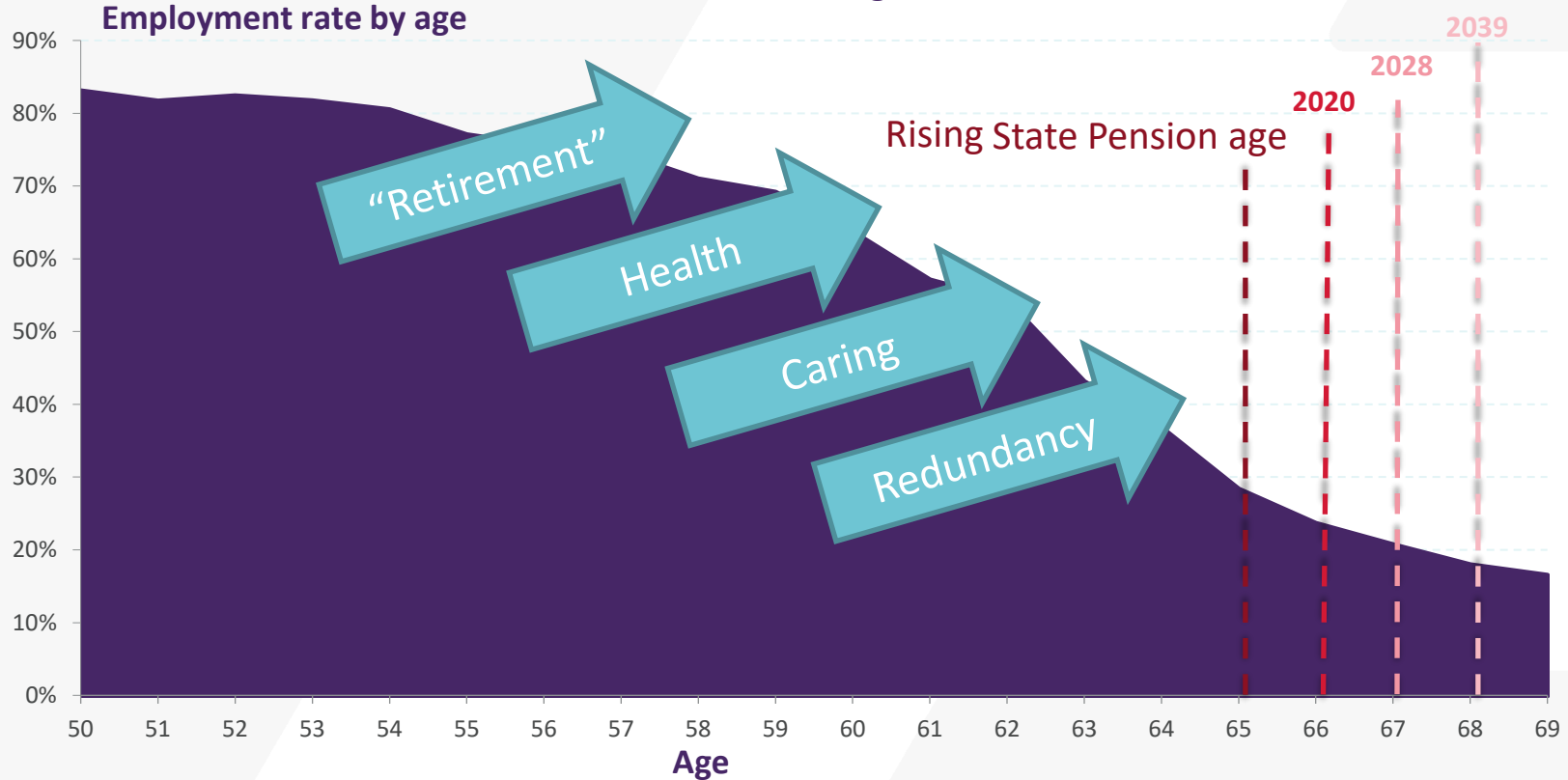
# Creating better work



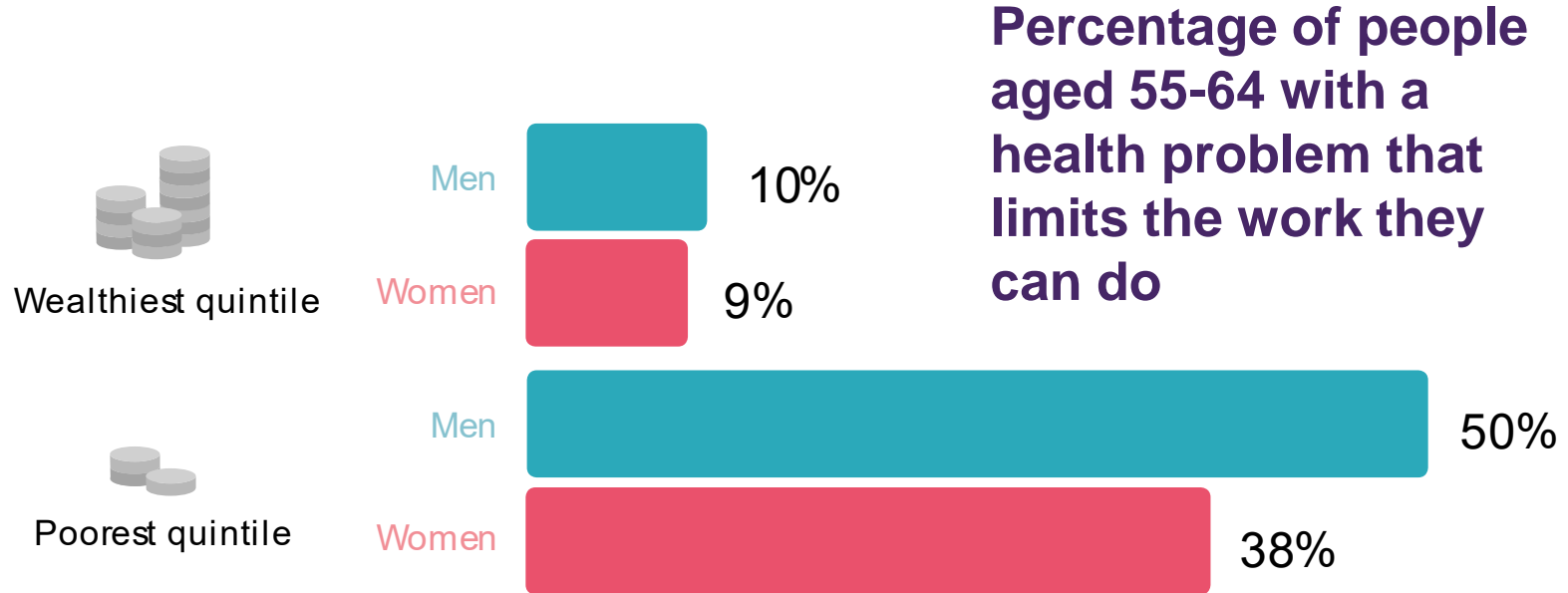
# Longer working lives



- Over 10m over 50s working
- Over 1.1m over 65s working
- Since 2008: higher employment rate for those aged 50-64 than 18-24



# The main reasons people aged 55-SPA are economically inactive are health conditions and caring responsibilities



# Getting local employers to commit to being age-friendly employers



## Five actions to be an age-friendly employer



1 Be flexible about flexible working



2 Hire age positively



3 Ensure everyone has the health support they need



4 Encourage career development at all ages

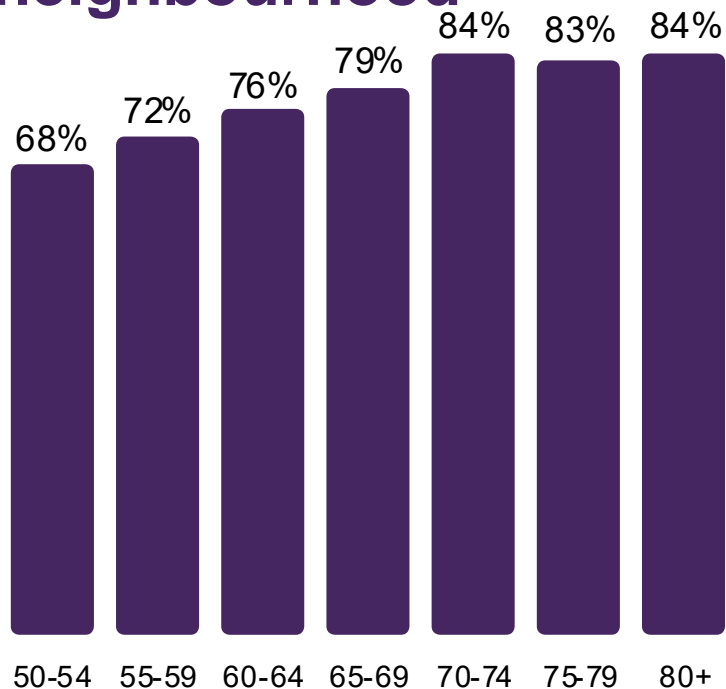


5 Create an age-positive culture

# Creating better communities



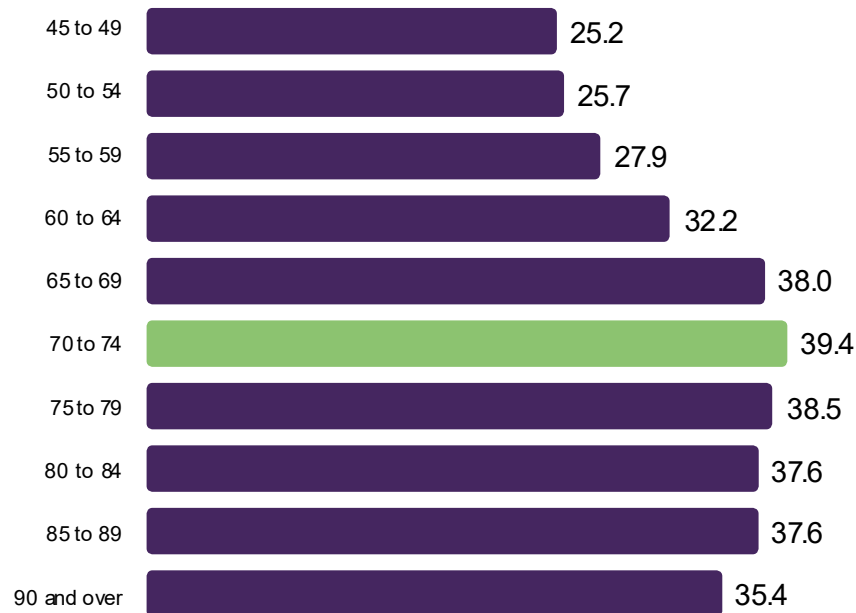
# The majority of people feel they belong to their neighbourhood



Source: Centre for Ageing Better Analysis, (2018), Understanding Society: The UK Household Longitudinal Study, Wave 6, 2014-16.  
**Centre for Ageing Better**

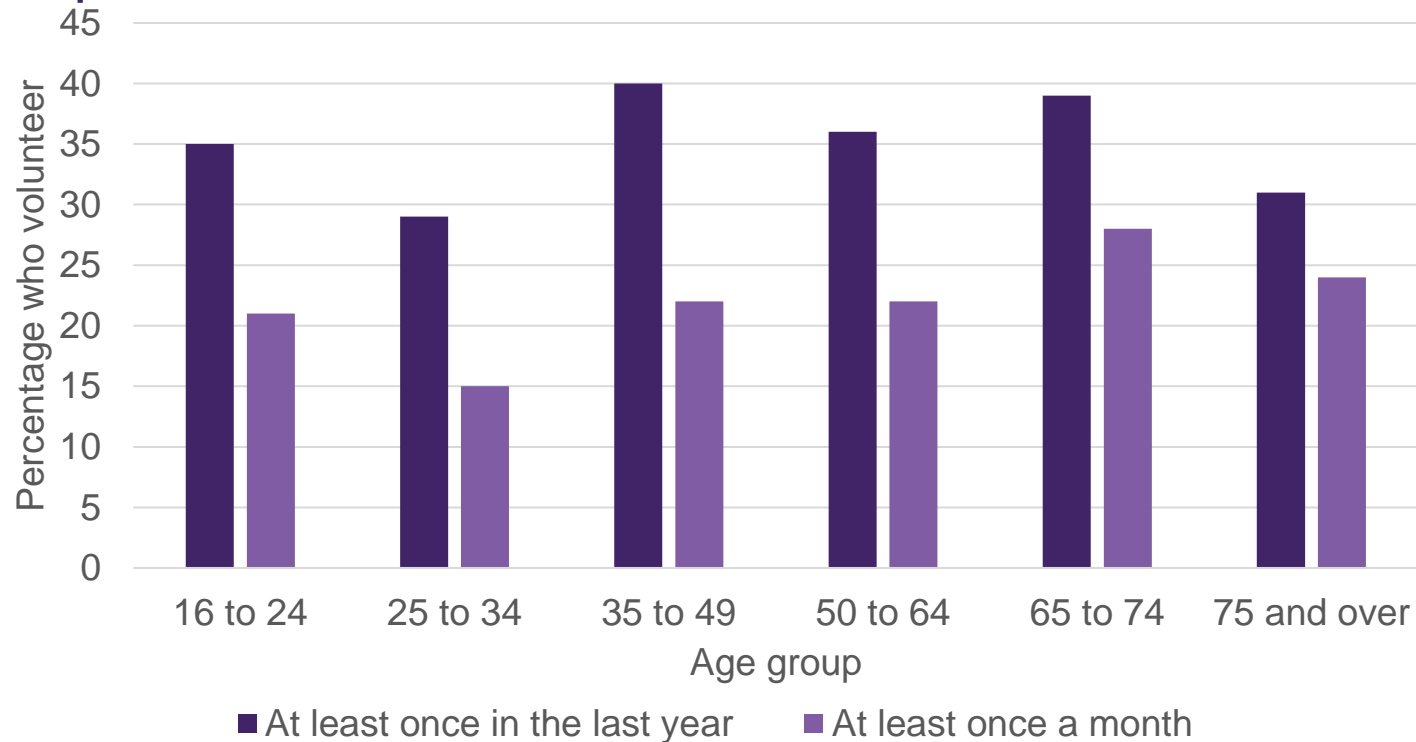
# Life satisfaction peaks in our 70s

Percentage of people with very high satisfaction with their lives overall, April 17-March 18



Source: Office of National Statistics, (2018), Personal well-being estimates by age and sex, estimates based on Annual Population Survey data 2012-2017.

## Those aged 65+ regularly volunteer more than any other age group



# Encourage local VCS to adopt our age friendly and inclusive volunteering principles

## Age-friendly, inclusive volunteering is:



Enabled and supported



Valued and appreciated



Flexible and responsive



Meaningful and purposeful



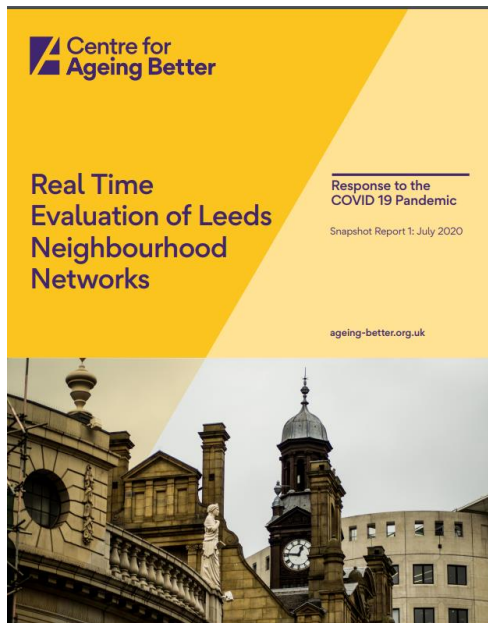
Sociable and connected



Makes good use of  
my strengths



# Make the case for investment in the community and physical infrastructure to enable people of all ages and abilities to stay active



in partnership with:

Sheffield Hallam University | Centre for Regional Economic and Social Research

Making Leeds the best city to grow old in

# Building better homes



# The UK's housing stock is among the oldest in Europe with some of the highest associated health and care costs.

**Centre for Ageing Better**

Source: BRE, 'The cost of poor housing in the European Union' (2016)



# 91%

of our  
current homes  
don't meet  
accessibility  
standards.



**Centre for Ageing Better**

Source: Ministry of Housing, Communities and Local Government, (2020)

# What do we know about the effectiveness of home adaptations?



- Minor adaptations are highly cost-effective
- Positive impacts on activities of daily living
- Reduction in depressive symptoms
- Reduction in falls on stairs ROI £1.62 for every £1 spent
- 26% reduction in falls could save £500 million each year to the NHS and social care

# What are the views of professionals and people with lived experience?

- People delay adapting home due to clinical appearance of adaptations and their association with vulnerability
- Low awareness of funding and what's available, relied on word of mouth
- Complex system to navigate
- Delays in the system and assessment bottlenecks
- Quality of tradespeople made a difference if personal needs considered and involved in decision making
- Some adjustment required but gave them independence and 'getting back to normal'





Mark Sutherland/HEMEDIA



# Get health and housing to work together and make it easier for people to access home aids and adaptations



**Raising awareness**



**Navigating the system**



**Speedy delivery**



# Taking a place-based approach



# Where we live can make a big difference to how well we age

- An Age-friendly Community enables people of all backgrounds to actively participate and treats everyone with respect, regardless of age.
- In these communities, older residents are engaged in shaping the place that they live. This involves local groups, councils, businesses and residents all working together to identify and make changes in both the physical and social environment.
- Ageing Better works with the UK Network of Age-friendly Communities to connect places that share our ambition of more people enjoying later life.



# Why are Age-friendly Communities important?

- Older residents are engaged in shaping the place that they live
- Promote preventative approaches
- Contribute to wellbeing through enabling people to stay active and connected
- Focus on reducing barriers to continued participation and contribution (employment, caring, volunteering etc.)
- Encourage action on all aspects of the local system e.g. transport, housing, outdoor spaces and buildings (e.g. pavements, benches)
- Multi-agency and multi-level collaboration is strengthened

# Responding to and planning for recovery from Covid-19

- In Age-friendly Communities across the UK, ageing and age equality expertise has seen network leads and key partners, including older residents, involved in key response and recovery planning
- At the beginning of the crisis, existing area baselines – what is known about the local older population - have informed local responses

# UN Decade of Healthy Ageing 2020-2030



# The Age of Ageing Better?



A MANIFESTO  
FOR OUR FUTURE

Dr Anna Dixon

GREEN TREE

*“This thoughtful and eminently readable book sets out a compelling vision for the future. Packed with detailed insight and suggestions, it shows how the seismic ‘age shift’ we are experiencing can be a force for good if society adapts.”*

Baroness Sally Greengross

**Discount code: AGE20** to get 20% off the RRP  
via [www.bloomsbury.com/ageingbetter](http://www.bloomsbury.com/ageingbetter)

## Questions for discussion

- How could Enfield become an age-friendly community?
- What would you like to see happen locally to enable people 50+:
  - To be more physically active and stay healthy?
  - To remain in work longer?
  - To be able to participate fully in community activities?
  - To have housing options which could support them to remain healthy and independent for longer?