

# *Age Friendly Check In: Give us your input*

# *Respect and Social*

# *Inclusion*



## **Older people in Bristol are connected to their local community; they are respected and included in society**

Bristol Ageing Better has been working with the City Council and partners to get Bristol recognised as an Age Friendly City by the World Health Organisation.

To gain status as an Age Friendly City, we have been building up an action plan that will demonstrate what Bristol is currently doing as a city to help older people, and also what needs to change in the city to make it even better for older people in the future.

This draft document is one part of the action plan and focuses on the Respect and Social Inclusion domain. We have created this based on conversations and involvement from older people and partners. This draft document contains some examples of age friendly work that is happening in the city, however more examples can be found on the age friendly website here:

<http://agefriendlybristol.org.uk/>

We would like to invite you to take a look at this draft document and give your input before we submit it to the World Health Organisation.

When you are looking through this draft action plan please consider the following questions:

- 1) **Do you think that the “what do older people think” section reflects opinion in the city?**
- 2) **Do you think we have identified the right factors affecting Respect and Social Inclusion? Would you want to include anything else?**
- 3) **Do you agree with the outcomes?**
  - i. **What actions do you think are needed?**
  - ii. **What can you do to help?**
- 4) **What other age friendly examples are you aware of for the Respect and Social Inclusion domain?**

If you would like to give your input please fill out the online form here:

<https://www.surveymonkey.co.uk/r/R2PFHWG>

Please do this by 5:00pm on 24<sup>th</sup> July.

# *Respect and Social Inclusion*

Older people in Bristol are connected to their local community; they are respected and included in society



In a society that glorifies youth and change in its popular imagery, the common negative images of age and ageing can result in disrespectful behaviour. Some ageist biases that sadly exist are older people being considered to be less intelligent and a burden on society.

The extent to which older people participate in the social, civic and economic life of the city is also closely linked to their experience of inclusion.

Bristol is often called a young and vibrant city but this doesn't respect or include the nearly 30% of people over 50.

## ***What do older people in Bristol think about respect and social inclusion?***

In the 2017 Quality of Life survey, 67% of respondents aged 50+ agreed that people treat others with respect in their neighbourhood, a figure which is similar to previous years and in line with the average for all ages in Bristol (68%). Interestingly, a higher percentage (75%) of respondents aged 65 and over agreed with this statement.

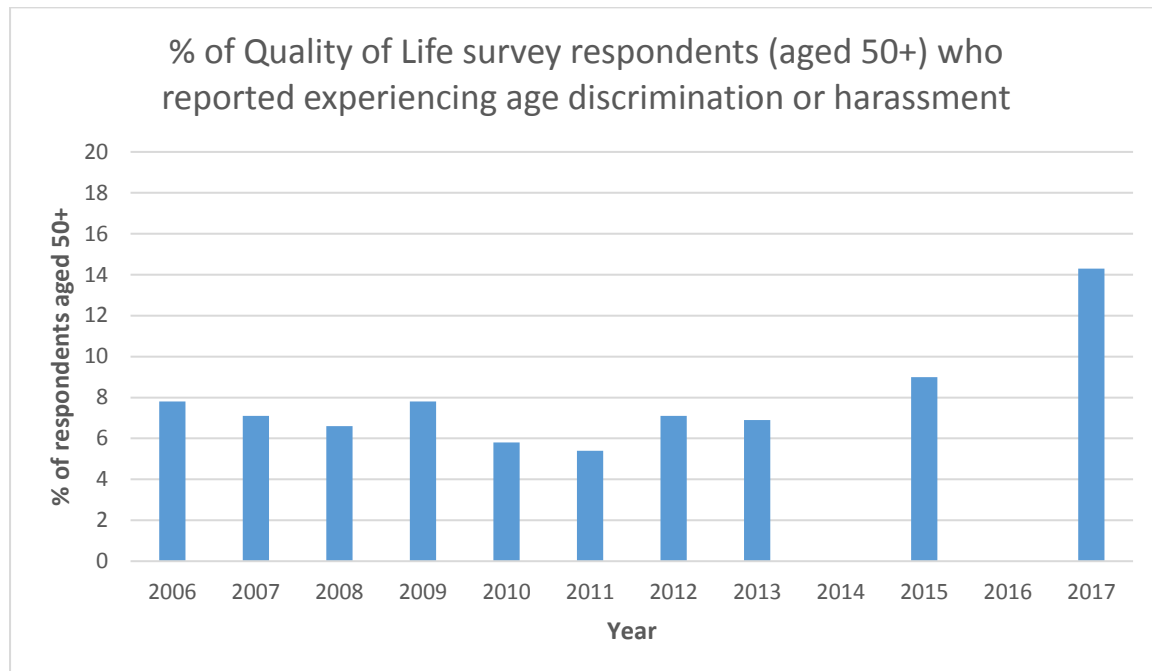
When asked whether people from different backgrounds get on well together in their neighbourhood, 62% of respondents aged 50+ agreed. Again, this figure has remained steady since 2009, although it is lower than the average for all ages in Bristol (67%).

Furthermore, 71% of respondents aged 50+ reported that nothing prevents them from leaving the house when they want to. This figure is similar to previous years of the survey, and no differences occurred between those aged 50+ and those aged 65+. It is also in line with the average for all ages in Bristol (69%).

In the 2017 Quality of Life survey, only 27% of respondents aged 50+ believed that they could influence decisions affecting their local area. When asked specifically about decisions relating to the public services they use, only 19% believed they could influence these decisions. These figures appear to have remained steady over the last decade and are both in line with the average for all ages in Bristol.

The 2018 annual survey of the Bristol Older People's Forum (BOPF) found that 39% of respondents aged 55+ felt they could influence decisions that affect their local area, including how services are designed and delivered. This percentage remained consistent across all age groups over 55. This is a slight increase of 7% compared to the 2017 BOPF annual survey in which 32% of respondents aged 55+ reported feeling this way.

There also appears to have been an increase in age-related discrimination or harassment<sup>1</sup>. 14% of Quality of Life survey respondents aged 50+ reported being a victim of age discrimination or harassment in the past year. The graph below shows how this compares to previous years:



## ***Factors affecting Respect and Social Inclusion in Bristol***

### **What should we feel positive about?**

Bristol has a number of organisations working to tackle negative stereotypes through reducing inequalities and promoting positive images and stories about older people.

Bristol Ageing Better has undertaken a number of activities through its partners to improve older peoples' confidence and to promote a better understanding between generations.

Bristol Older People's Forum aims to raise the profile of older people in the city and to ensure that they are represented and respected in all aspects of decision making.

Asset Based Community Development is an embedded approach in the city with Bristol Ageing Better projects and the Council's community development team use asset based approaches to empower older people and to support them to be more involved with their local communities.

There has been a lot of talk around Intergenerational work in Bristol with a number of projects currently being delivered and recent national coverage on the Channel 4 show "Older Peoples home for 4 year olds."

### **What could be better?**

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<sup>1</sup> 2017 the wording of this survey question was changed to ask specifically about age discrimination or harassment experienced in the past year. Previous Quality of Life surveys had not specified a timeframe, which should be taken into consideration when comparisons are made. Furthermore the methods of conducting the survey changed considerably in 2017 which may also have affected the results

Bristol as a city needs to continue to recognise older people as an asset to the community and to support them to be more involved in local decision making. In order to achieve this we have to ensure older people are aware of all of the ways they can be a bigger part of society and contribute to their communities. It is also important to ensure that older people's issues are addressed in the media in order to continue to break down stereotypes of older people as helpless, dependent and passive.

Bristol has a broad range of projects to support older people to be more included in their communities, but many older people have told us that over years, confidence reduces and it becomes harder to trust people and to be actively involved. We need to find ways of nurturing people's confidence again. Regular social interactions can help with this and ensuring that there are ample opportunities for older people to connect with local neighbours would be beneficial. This also includes offering different opportunities to access activities that challenge stereotypes and encourage people whatever their age might be, to get involved. More intergenerational activities that brings young people and older people together would be very beneficial.

## *Actions*

Building on from the charter and the above exercise, these actions will reflect that and set out some goals over the next 3 years.

<i>Outcome</i>	<i>Actions</i>	<i>Guidance Indicator</i>
Older people are aware of all the ways they can be a bigger part of society		
Older people feel included in their community	Ensure there are ample opportunities for older people to connect with local neighbours and young people to maintain confidence in socially interacting	
Older people are portrayed positively in marketing and media, challenging stereotypes and promoting positive ageing.		
Older people are involved in decision making at all levels within the city.		

## What is Bristol already doing to be Age Friendly?

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### **Old People's Home for four year olds**

This Channel 4 documentary was set in Bristol and focussed on older people from a St. Monica Trust retirement village engaging with children from the BS3 Community nursery. The show showed the benefits to the children and older people of spending time with each other. A follow up show followed the continuing journey of the same older people and children and included their involvement with Age UK Bristol telephone befriending service.

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### **Here We Grow**

To support the age friendly application process, Bristol Ageing Better commissioned artist Lily Green to create a series of audio pieces that encapsulated older peoples' feelings about the different age friendly domains. The 8 podcasts are being used across the city to improve respect for older people and for other generations to better understand the lives of older people.

*Lily started and runs No Bindings. She is a resident of the Pervasive Media Studio.*

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### **Rocking the Boat**

This is an intergenerational maritime themed boat building project. It brings young and old participants together to share skills and knowledge in a supportive environment. Participants not only build confidence and respect for each other, but they also build boats that can be sold to keep the project sustainable.

*All-Aboard Water sports' charitable aim is to break down barriers. They strive to make it possible for everyone in our community to participate in a range of water sports and water related activities in the beautiful and historic Bristol City Docks.*

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### **Bristol Older People's Forum**

Forum members are active participants in all aspects of decision makers, with representatives attending council meetings, statutory boards and committee meetings.

*Bristol Older People's Forum exists to promote social inclusion for the public benefit by working with those in the City of Bristol who are socially and economically excluded or disadvantaged on the grounds of their age, relieving their needs\* and supporting their participation in society.*

*\*including relief of poverty and sickness and the protection of good physical & mental health*

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### **Communities of Interest Care Homes Project**

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This projects sees generations getting together in care homes to do various activities. The project will run until 2019, by which time relationships within the Bristol community will be flourishing. Older people will feel empowered, more able to socialise with others in their home, and will feel more connected to the wider community.

*Alive is one of the leading practitioners in the UK of meaningful activity for older people in care. They provide fun and dynamic activity sessions to encourage creativity, celebrate life stories and get the circulation going.*

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### **Aardman Animations**

Bristol Ageing Better worked with Aardman animations to create a 90 second animation that tells the story of older peoples experiences of loneliness in the city. The creature comforts style production featured the voices of a number of older people.

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