

How Age-friendly is Bristol?

Baseline assessment

November 2018



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1. Introduction

Bristol City Council, Age UK Bristol and Bristol Ageing Better have worked together since 2015 to involve older people and stakeholders in an application to join the World Health Organisation's Global Network of Age-friendly Communities. The ambition is for older people to feel safe, enjoy good health, and continue to participate fully in society. We believe that in such uncertain economic times, an age-friendly city will allow people to live independently and happily in the communities that they choose.

The World Health Organisation sets out some steps that a city needs to take, if it is to achieve its age-friendly objectives. One of the most important is to conduct a baseline assessment of the age-friendliness of the city in eight key areas:

- outdoor spaces and buildings
- transport
- housing
- social participation
- respect and social inclusion
- civic participation and employment
- communication and information
- community support and health services

An initial baseline report was published in 2015 entitled "How Age-friendly is Bristol?" and was compiled by Officers within Bristol City Council. That report started the process of constructing a baseline identifying strengths and areas of improvements, on which the age-friendly work to date has been built.

Bristol's Age-friendly Charter was published in 2016. This set out the 9 visions which further developed the conversation and underpins the 2018 strategy.

This baseline report builds on the initial baseline conducted in 2015 and provides a snapshot of the current data relating to each of the eight key areas identified by the World Health Organisation.

2. Some insights into Bristol....

When considering how to make Bristol more Age-friendly, it's important to also think about how we address and take into account how diverse Bristol's population is.

Bristol, broadly

As of 2016, 454,200 people live in Bristol. It is the 8th largest city and the 10th largest local authority in England and Wales.¹

People living in Bristol come from at least 187 countries of birth. 91 languages are spoken and the most common are Polish and Somali.¹

1.5% (6,089 people) either cannot speak English at all or cannot speak it well¹. Approximately 200 people use British Sign Language as their main language.²

There are now at least 45 religions represented in Bristol. The largest religion is Christianity (47% or 200,254 people), while 37% of people have no religion. The second largest religion in Bristol is Islam (5% of the population or 22,016 people).¹

16% of Bristol residents are from an ethnic minority background¹ - around 68,642 people. This is higher than the national average of 14%.²

Between 5-7% of people in Bristol identify their sexuality as Lesbian, Gay, Bisexual or other (LGB). This places Bristol within the top 10 of local authorities with the highest proportion of LGB residents.³

Older people in Bristol

27.7% of people in Bristol are over 50 years old (125,700 people), 17.2% of people are over 60 (78,300 people), 9.17% of people are over 70 (41,700 people) and 3.8% of people are over 80 (17,386 people).⁴

64% of Bristol residents aged 80 and over are female. Amongst those aged 90 and over, 74% are female.⁵

6.6% (7,935 people) of people aged over 50 are from BME backgrounds.⁵

4,121 people in Bristol are living with dementia, of whom 3,000 have received a formal diagnosis.⁶ 78% of these are aged 80 and over.⁷

1,845 people in Bristol aged 65 and over live in a care home. This is predicted to increase by 51% in the next 20 years.⁷

¹ Bristol City Council: The Population of Bristol (September 2017)

² Bristol City Council: Key Statistics About Equalities Communities in Bristol 2011

³ Bristol City Council: Profile: Lesbian, Gay and Bisexual - LGB (January 2011)

⁴ ONS 2016 Mid-Year Population Estimate

⁵ 2011 Census

⁶ Bristol Health Partners: Successes of the Dementia HIT in 2016-17 (May 2017)

⁷ Projecting Older People Population Information System

11,270 people in Bristol are living with some degree of sight loss, of whom 76% (8,610 people) are aged 65 and over.⁸ 65,791 adults in Bristol have some form of hearing loss, of whom 63% (41,525 people) are aged 65 and over.⁷

Over 21,000 people aged 50 and over (18%) provide unpaid care on a weekly basis in Bristol. Of these, 8,261 are aged 65 and over.⁵

Bristol in the future

By 2041, the population of Bristol is projected to be 551,100 a 20% increase on the current figures.⁹ The population of people over 50 will increase in line with this percentage going from 125,700 to 154,500. The number of people aged 85+ will grow by 66% (from 9,000 in 2016 to 15,000 in 2041) while the number of people between 65 and 69 will increase by only 2.8% (from 18,000 in 2016 to 18,500 in 2041).⁹

This shows that the city will have increasingly larger populations of people over retirement age, but the percentage of the population of people over 50 will remain the same.

⁸ RNIB Sight Loss Data Tool v3.6

⁹ ONS 2016-based Population Projections for Bristol Local Authority by Age

3. The Eight Themes of an Age Friendly City

The World Health Organisation’s model provides eight criteria to help cities who are aspiring to become an Age-friendly City (‘Global Age-friendly Cities: A Guide’, 2007). A brief description of each topic area and the sort of issues they cover is provided below:

Age-friendly Theme	Brief Description
Civic Participation and Employment	Volunteering, Training, Employment, valuing older people
Communication and Information	Access to good information, plain language, assistive technology and digital inclusion
Community Support and Health Services	Health, social care, volunteering
Housing	Affordable, appropriate design, maintenance, community integration
Outdoor Spaces and Buildings	Quality of life, access, safety. Clean, green, somewhere to rest, pavements, roads, buildings, cycle paths, toilets
Respect and Social Inclusion	Ageism, intergenerational opportunities, economic inclusion
Social Participation	Good range of affordable design, maintenance, community integration
Transport	Availability, affordability, reliability, access, safety, comfort, community transport, taxis, parking

In practice, there is no clear-cut distinction between some of these themes, and they complement each other. For example, a number of the improvements that can be made under ‘outdoor spaces and buildings’ – such as improvements to roads and pavements and making neighbourhoods more walking- and cycling-friendly – also contribute to the ‘transportation’ theme, and actions such as volunteering (which appears under the ‘Civic Participation and Employment’ theme) can contribute to a range of other themes, such as ‘Social Participation’ and ‘Community Support and Health’. The aim of naming individual themes is to encourage people to think of an age-friendly city in a broad, comprehensive, and joined-up way.

In the following pages, each of these themes will be examined in turn, to highlight existing evidence and good practice and also areas where further improvements can be made. It should be noted at the outset that this is an initial assessment and, for reasons of report length, it will not list every single activity going on under each category. Its aim is to give an impression of the sorts of activity being undertaken in each category, as a starting point for debate with older people themselves.

4. THEME 1: CIVIC PARTICIPATION AND EMPLOYMENT

Older people do not stop contributing to their communities upon retirement. Many continue to provide unpaid and voluntary work for their families and communities. Increasing numbers of older people continue to engage in paid work beyond State Pension Age. In many cases this is because people enjoy the sense of purpose, fulfilment, and social connections that work provides. In other cases, it is because of their financial circumstances. An age-friendly community provides options for older people to continue to contribute to their community, through paid employment or voluntary work if they so choose, and to be engaged in the political process.

One aspect of this theme is training and learning. Education is a great way for older people to improve their skills for work, learn about something they are interested in, meet new people, or enjoy an active retirement. It is estimated that there are over 600,000 learners aged over 60 in England alone. The City Council provide information on [Adult Learning Courses](#) available in the city each year. People can sign up online at www.bristolcourses.com.

In 2017, Bristol became a UNESCO [Learning City](#), promoting and celebrating all that learning can do to transform lives, organisations and the city. It recognises that learning is for life and can offer great benefits to those facing challenges in their lives. It seeks to encourage all ages to actively learn in ways that are enjoyable and fun and is yet another method by which social isolation, for both young and old, is being tackled in Bristol.

Good Practice Examples

Older People's Employment Agency

While some employers do take an enlightened view of older workers, there is a tendency to overlook the qualities that such people bring. In order to address this 'market failure', The Anchor Society has started this pilot with Business in the Community to address and innovate around the barriers to employment for people over 55.

In the 246 years since it was formed in 1769, The Anchor Society has concerned itself with the care of the elderly in the Bristol area. Working in partnership with many organisations and charities who care for the elderly in the region, they aim to support isolated and lonely older people in Bristol and the surrounding area.

Good Practice Examples

Retired and Senior Volunteers Programme

RSVP's mission is to encourage those over 50 to volunteer for the benefit of local communities and to provide volunteers with appropriate training and support. They recruit older people as volunteers to contribute to a range of initiatives from school reading groups to care home lay assessor schemes and volunteer driving services within GP surgeries.

Baseline

Involvement in local decision making

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 49% 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. These higher figures from the forum's survey may be due to older peoples' forums' role as an influencer of decisions within the city.

Volunteering and community contributions

In the 2017 Quality of Life survey, 76% of respondents aged 50 and over volunteered or helped out in their community at least three times per year. This increased to 80% for those aged 65 and over. Both of these figures are above the average for all age groups in Bristol (66%).

A similar question was asked in the 2018 annual survey conducted by the Bristol Older People's Forum (BOPF). 47% of respondents (all aged 55+) reported that they had contributed to their community at least a few times in the past 12 months. There are inconsistencies in the two responses, potentially down to the different types of people who would complete these surveys.

Employment

The 2011 Census indicates that only 9% of respondents aged 65 – 74 years old in Bristol were in employment, either full-time, part-time or self-employed, which is in line with the national average for this age group.

As of September 2018, 1,375 people in Bristol aged 50+ are claiming out-of-work benefits. This age category makes up 26% of all claimants in Bristol.

In the 2017 Quality of Life survey, 77% of respondents aged 50+ (and 79% of respondents aged 65+) reported that they knew where to get information, advice and guidance about employment and training. These figures are above the average for all ages in Bristol (70% of all respondents reported knowing where to get this information).

Potential Barriers to Age Friendliness

- **Employment** – employment options for older people are still limited, for example a lack of flexible working hours may be a barrier for some older people.
- **Volunteering** – some older people may lack access to information about volunteering opportunities or these may require rigid time commitments. If they have not volunteered previously then they may not perceive it as something suitable for them to do, and therefore not seek out this information. Some may help out in their local community but not perceive this as volunteering.

5. THEME 2: COMMUNICATION AND INFORMATION

Staying connected with events and people and getting timely, practical information to manage life and meet personal needs is vital for active ageing. The World Health Organisation state that in an age-friendly city it is important to have relevant information that is readily accessible to older people with varying capacities and resources. This is particularly important in an age when rapidly evolving information and communication technologies are both welcomed as useful tools yet also criticized for excluding older people who may not have access to the internet.

Good Practice Examples

Age UK Bristol - Information and Advice Service

Age UK Bristol offers a free confidential information and advice service for older people, their families and carers. The service is provided by a team of trained volunteers and offers advice and information on a wide range of issues including benefits and allowances (including Pension Credit & Attendance Allowance), housing, council tax, priority debts, social care services etc.

Good Practice Examples

Well Aware - www.wellaware.org.uk

Well Aware is an interactive health and well-being website for local people and also offers a phone service where activities can be read out to the listener. The resource provides support around the home, home maintenance and adaptations, help in getting around / transport, personal health services, socialising, exercising and getting out, emotional support such as counselling, and services for ethnic minority communities.

Well Aware is run by The Care Forum, a health and social care voluntary organisation working in partnership with the area's local authorities and clinical commissioning groups.

Good Practice Examples

Bristol Older People's Forum

The aim of the forum is that every older person is an equal, valued, participating member of the community who can influence the decisions which affect their lives. Their activities include meetings with expert and peer speakers sharing information and gathering the views of older people, giving consultation responses and proactive comment on local authority, NHS, national policy and engaging older people to comment themselves.

Bristol Older People's Forum (BOPF) 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.

Good Practice Examples

The LinkAge Network

The LinkAge Network produces regular 'What's On' activity guides for people aged 55 and over in Bristol that can be accessed online or from local libraries and community centres.

The LinkAge Network's mission is to create lasting solutions that reduce social isolation and loneliness, improve health and wellbeing and strengthen communities. It was created in 2007 by the Bristol Older People's Partnership Board to facilitate community provision for older people.

Baseline

Questions relating to communication and information in the Quality of Life Survey have been limited over the years, but there is some relevant information. For example, 20% of respondents aged 50+ reported that they lacked the information to get involved with their community.

The variety of languages that are spoken in Bristol is an important factor to take into account when it comes to information. After English, the main language spoken in Bristol is Polish, followed by Somali. 9% of people living in Bristol (34,989 people) do not speak English as their main language. 1.5% of people living in Bristol (6,089 people) report that they either cannot speak English at all or cannot speak it very well. Approximately 200 people use British Sign Language as their main language.

The 2018 annual survey of the Bristol Older People's Forum found that 54% of respondents aged 55+ had access to the internet. This figure remained similar for those aged 65 and over, although decreased to 44% of respondents aged 75 and 30% of respondents aged 85 and over. Anecdotally older people we talk to report having access to the internet, but not actively using it.

Potential Barriers to Age Friendliness

- **Availability of Information** - Some older people may still feel there is a general lack of access to services and information and the Quality of Life survey indicates improvements can be made in this area.
- **Internet Based Information:** While some older people do not have access to the internet at all, others may have access but not feel confident using it and therefore do not actively seek out internet-based information.

6. THEME 3: COMMUNITY SUPPORT AND HEALTH SERVICES

A person's health status impacts on their ability to work, participate in society and on their quality of life. Age is related to health in that many illnesses are more common among older people and many conditions become more severe and limiting with increasing age. Older people are therefore more at risk of poor health, and its effects may be more limiting to them. Health and support services are vital to maintaining the health and independence of older people in the community.

Older people all have different health care needs and preferences. A range of services along the continuum of care for older people, such as preventive care, specialist clinics, hospitals, adult day opportunities and support hubs, respite care, rehabilitation, residential and nursing care, home care and palliative care, currently meet these diverse needs. These services should be easily accessible and at convenient locations. Care homes that are located within residential areas would allow older people being cared for there to remain connected to their familiar surroundings, family and friends. Education on the health system and available health services would raise awareness among older people of the areas of care available to them. Health services should also be affordable or support available to cover the costs, to provide older people with peace of mind that they will be able to receive care regardless of their ability to pay.

Local authorities and health services are having to manage ever-shrinking resources and so will need to continue to explore new approaches to meeting local health needs. A fundamental shift in emphasis is required over the next few years, giving greater prominence to care coordinated around individual needs rather than single diseases, and a much greater focus on prevention and support for maintaining independence.

Good Practice Examples

Bristol and Avon Chinese Women's Group

Bristol and Avon Chinese Women's Group runs an annual project helping older people stay healthy and reduce demand on NHS services over the winter period. This includes distributing items such as nightlights and torches to avoid falling over in the dark/dim light, and producing an informational booklet in English and Chinese giving tips and advice for staying warm and fit.

In February 2017, they launched a report titled "The Dementia Experiences of People from Caribbean, Chinese and South Asian Communities in Bristol", which was produced in partnership with University of the West of England and a number of other local partners. Further to this a steering group was established, which is working to implement the recommendations of the report.

Bristol and Avon Chinese Women's Group was set up in 1989 to support Chinese women and their families, who had nowhere else to turn to for support, due to language and/or cultural barriers.

Good Practice Examples

'Better Lives' Transformation Programme

Bristol City Council has recently launched the 'Better Lives' transformation programme which seeks to support older people to retain their independence through accessing support in the community. The Council continues to work to make it easier to connect residents with their local offer and improve access to support in their community.

The Programme also supports older people to get the right help at the right time to promote independence and to prevent, reduce or delay the need for long term support.

Good Practice Examples

50+ Crowd

Bristol Drugs Project runs this weekly safe space group and drop-in for older service users. BDP actively contributed to the national Advisory Council for the Misuse of Drugs (ACMD) guidelines for those substance users aged 45+. BDP has now made the older service user core business for drug and alcohol services.

Bristol Drugs Project (BDP) has over 30 years' experience of developing and delivering services for people with drug and alcohol problems as one of the most marginalised and disadvantaged populations.

Baseline

The population in the UK is now living longer than ever before; those in Bristol currently aged 65 have a life expectancy of 83 for men and 86 for women.¹⁰ While people are living longer across the country, between 2000 to 2002, life expectancy has increased by more years than healthy life expectancy and therefore the number of years lived in poor health has also increased slightly.

In the 2011 Census, 44% of respondents aged 50+ reported having a limiting long-term illness. This rose to 74% of respondents aged 85 and over.

15% of 2017 Quality of Life survey respondents aged 50+ said that their poor health prevented them from getting involved in their community. This is above the average for all ages in Bristol (10%).

8% of 2017 Quality of Life survey respondents aged 50+ reported that their disability prevented them from leaving their home when they wanted to, while 4% reported that their caring

¹⁰ Health profile for England: 2017, Public Health England <https://www.gov.uk/government/publications/health-profile-for-england>

responsibilities prevented them from doing this. Both disability and caring responsibilities also emerged as factors preventing involvement in the community in the 2018 Bristol Older People's Forum (BOPF) survey. When asked what they feel prevents them from contributing to their community or doing as much as they would like to, 7% of the respondents who answered this question said disability while 2% said providing care for others.

Potential Barriers to Age Friendliness

- **Access** – Some older people may find it difficult to access health services, for example if these are not located on accessible transport routes, or if the system of booking appointments is not flexible.
- **Awareness** – Some older people may accept poor health as simply 'part of getting older' and therefore not realise that adaptations and support can be put in place to help them stay independent.

7. THEME 4: HOUSING

Housing is essential to safety and well-being. There is a link between appropriate housing and access to community and social services and in influencing the independence and quality of life of older people. The World Health Organisation research shows that housing and support to allow older people to age comfortably and safely within the community to which they belong are universally valued.

Housing is a basic need and the type, location and condition of housing can have a significant impact on a person's health. Good housing conditions can help older people remain active, independent and socially included.

There are a range of housing options for older people within Bristol. For example, supported housing provides a home specially designed for older people who value their independence. Such accommodation is easy to manage and emergency support is available 24 hours a day.

Good Practice Examples

The Anchor Society Housing project in Lawrence Weston

The housing project in Lawrence Weston is especially designed for people aged 55 and over. These are eight houses which are fully adaptable, fully accessible and relatively inexpensive. They have adaptable living arrangements, for example if residents have difficulties with taking the stairs then it is also possible to live on the ground floor and to keep the upstairs for visitors or for a live-in carer. Because these houses are available to anyone over the age of 55, it enables people to start thinking about this as an option early and to move while they are in their 50s, before they need it, so that they are prepared.

In the 246 years since it was formed in 1769, The Anchor Society has concerned itself with the care of the elderly in the Bristol area. Working in partnership with many organisations and charities who care for the elderly in the region, we aim to support isolated and lonely older people in Bristol and the surrounding area.

Good Practice Examples

WHAM Warmer Homes Advice and Money

Working with Talking Money and WE Care & Repair to improve awareness of housing options by providing a comprehensive service to Bristolians living in fuel poverty and financial hardship

The Centre for Sustainable Energy is an independent national charity that shares our knowledge and experience to help people change the way they think and act on energy

WE Care and Repair was established in Bristol in 1986. Our guiding purpose is to enable older, vulnerable and disabled people to continue to live independently in their homes. We do this by providing trusted affordable practical services that respond directly to individuals' housing needs and where necessary assist in gaining funding from local authority and charitable partners for interventions.

Good Practice Examples

We Can Make

This Housing initiative supports communities to create the homes they want and need. The project has recently seen the Construction of the first prototype house: the TAM (Transportable Accommodation Module), an eco-friendly home.

A new affordable home design that would suit the many 'microsites' that exist in Knowle West (located in large gardens, spaces between houses and on the corners of streets), and which would allow building work to be carried out by local contractors and at local cost.

Knowle West Media Centre and White Design have brought together Knowle West residents, artists, academics, designers, architects and policy makers to try out new ideas for sustainable, affordable housing.

Baseline

Satisfaction with housing

Data from the 2017 Quality of Life survey has found that 78% of respondents aged 50+ reported being satisfied with the state of repair of their home. This increases to 87% of respondents aged 65 and over. Direct comparisons with previous years cannot be made as the methods for conducting the survey changed quite considerably in 2017. Moreover, this question has not been asked every year. However, it appears that the levels of satisfaction among those aged 50+ regarding the state of repair of their home have remained reasonably constant since 2006. Furthermore, in the 2017 Quality of Life survey the average for all ages in Bristol was 74%, suggesting that those aged 65+ in particular showed above average levels of satisfaction in this area.

The Quality of Life data suggests that many older people are satisfied overall with their current accommodation (87.9% of respondents aged 50+), but on consulting partners around our baseline, this seems not to concur with anecdotal evidence. Service providers note that a much larger percentage of their clients are unhappy in their accommodation.

Cost of housing

The 2017 Quality of Life survey found that respondents aged 50+ had low levels of satisfaction with the financial costs associated with their housing. Only 56% of those aged 50+ were satisfied with the cost of their rent or mortgage payments, increasing very slightly to 60% of those aged 65 and over.

Similarly, only 46% of respondents aged 50+ were satisfied with the cost of heating their home. Our conversations with older people suggest that cost of housing is a common issue, with not enough affordable options available.

Potential Barriers to Age Friendliness

- **Affordability** – Housing in Bristol is expensive, both to rent and to buy. In 1997 the house prices were around three times the average annual salary. In recent years, house prices in Bristol have risen to almost seven times the annual salary.
- **Supply** – There continues to be an undersupply of new housing for both young and old in Bristol, both to buy and to rent.
- **Proximity to Services** - Some existing housing is situated far from public transport and important services used by older people.

8. THEME 5: OUTDOOR SPACES AND BUILDINGS

The outside environment and public buildings have a major impact on the mobility, independence and quality of life of older people and affect their ability to 'age in place'. The World Health Organisation have noted that recurring themes in cities around the world include quality of life, access and safety.

The availability of outdoor spaces for leisure and recreation is important for the physical and mental wellbeing of all people and research has shown that taking up physical activity in older age has clear health benefits in respect to reducing the risk of dementia and increasing life expectancy. Research indicates, for example, that walking helps to (at least) maintain cognitive functioning in those with dementia and that the practicalities of getting 'out and about' in neighbourhoods, such as navigating through local environments, can play a pivotal role in maintaining a person with dementia's sense of self and wellbeing.¹¹

Research also suggests that the 'walkability' of neighbourhoods has an important bearing on promoting the level of physical activity required to maintain fitness and prevent obesity and chronic disease.¹² In addition, leisure activities and the informal use of the local public realm encourages social contacts, which in turn help to prevent isolation.

Evidence suggests that age-friendly outdoor environments have:

- Barrier-free public space and buildings that are accessible and useable for people with impairments
- Places to be and stay outdoors
- Urban environments that support community interaction and personal independence.

Good Practice Examples

Bedminster Toilet Map by Ben Barker (a local older resident based in BS3)

A toilet map highlighting public spaces such as cafes, museums and shopping centres where people can use the bathroom free of charge. Ben worked with volunteers to speak to business owners and other organisations in order to map available toilets and benches in his local area.

¹¹ Keady, J., Campbell, S., Barnes, H., Ward, R., Xia, L., Swarbrick, C., Burrow, S. and Elvish, R. (2012), 'Neighbourhoods and dementia in the health and social care context: a realist review of the literature and implications for UK policy development', *Reviews in Clinical Gerontology* 22 (2), 150–1.

¹² Chaudhury, H., Sarte, A., Michael, Y., Mahmood, A., Keast, E., Dogaru, C. and Wister, A. (2011), Use of a Systematic Observational Measure to Assess and Compare Walkability for Older Adults in Vancouver, British Columbia and Portland, Oregon Neighbourhoods, *Journal of Urban Design*, 16:4, 433–454.

Good Practice Examples

Bristol Physical Access Chain

Bristol Physical Access Chain is a group of disabled people, who give their time freely to improve the quality of life for all people in Bristol, and in particular disabled people. They use their knowledge and personal experience to educate, inform and act as a critical friend. They work closely with Bristol City Council, as well as building owners, developers and service providers within the private and public sector to promote and improve access for disabled people within the built environment.

Good Practice Examples

Guide Dogs Association – My Guide

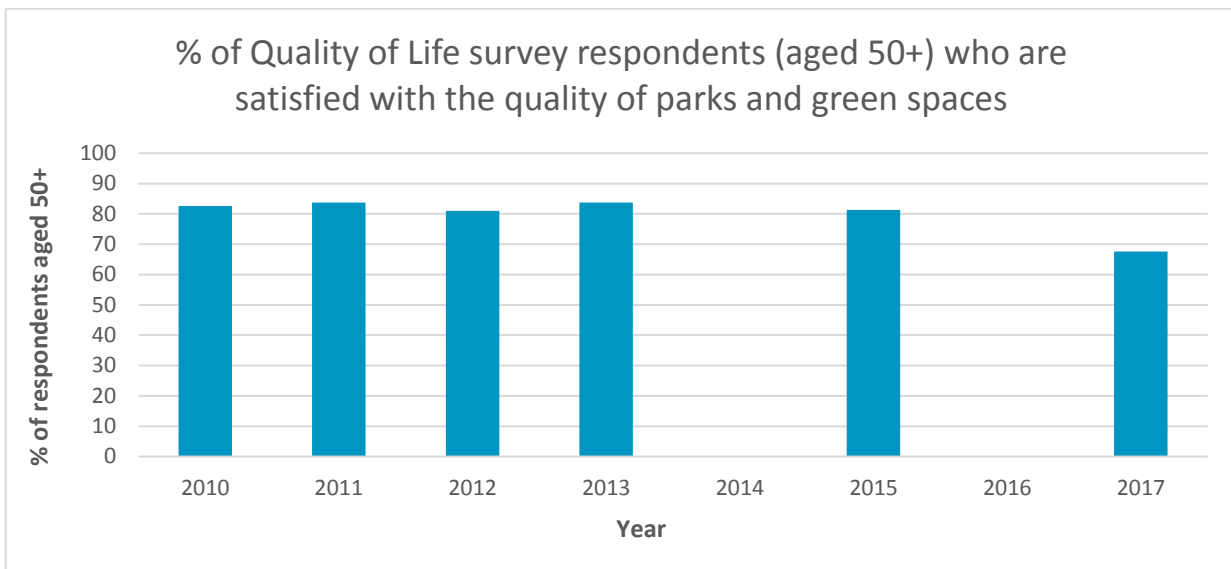
This volunteer-based service pairs volunteers trained in sighted guiding techniques with visually impaired people who would like support in getting out and about. The pair meet on a regular basis, weekly or fortnightly, and undertake any number of activities, including using available public transport options in order to access services in the city.

Guide Dogs Association are a mobility charity and their aim is to provide people with sight loss with the support they need to be able to move around safely and confidently, to get out of their homes and be able to live life the way they choose.

Baseline

According to the 2017 Quality of Life survey, 75% of respondents aged 50+ reported being satisfied with their local area, this is the lowest satisfaction level since 2006. In the years 2006 – 2015 satisfaction among those aged 50 and over was 81% on average, indicating a decrease of 6%. However when making comparisons with previous years it is important to remember that the 2017 responses are likely to be influenced by changes in how the survey was conducted.

68% of respondents aged 50+ are satisfied with the quality of parks and green spaces. Levels of satisfaction were higher in previous years, for example between 2010 and 2015, satisfaction among Quality of Life survey respondents aged 50+ was 82% on average. This is a decrease of 14% in satisfaction among this age group this year (2017). This can be seen in the graph below:



Only 49% of 2017 Quality of Life survey respondents aged 50+ said that they visit Bristol's parks and green spaces at least once per week. This increases slightly (to 51%) among those aged 65+, however there is still a lot of room for improvement. It is also below the average for all ages in Bristol (56%).

In terms of personal safety, 92% of respondents aged 50+ reported feeling safe when outdoors during the day. Although direct comparisons cannot be made, this figure appears to have remained stable over the past nine years and is in line with the average for all ages in Bristol. While only 69% of respondents aged 50+ said that they felt safe when outdoors after dark, this figure appears to have been rising steadily since 2006 suggesting a positive trend in feelings of personal safety. It is also in line with the average for all ages in Bristol (70%).

Potential Barriers to Age-Friendliness

- **Natural Features** – Bristol is not flat and hills in certain parts of the city can deter some older people from walking to local shops and facilities. Access to some parks, green spaces and blue spaces (such as the harbourside) may be limited due to distance and/or transportation issues.
- **Pedestrian Infrastructure** - There is limited funding for development and maintenance of pedestrian infrastructure (e.g., pavements, benches, public toilets); not all areas of the city have sufficient pedestrian amenities.
- **Buildings and Urban Design** – Some existing buildings and facilities lack accessible features for older adults and those with disabilities (e.g., ramps, accessible bathrooms) with limited funding for improvement.
- **Outdoor spaces** – although older people feeling personally safe in their neighbourhoods been improving in recent years, according to evidence from the Quality of Life survey, there is scope for a continued focus on making open spaces be safe and feel safe for older and vulnerable people, including after dark.

9. THEME 6: RESPECT AND SOCIAL INCLUSION

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

While older people are respected in many communities, negative preconceptions of ageing still exist. There is a need to facilitate intergenerational interactions to dispel such notions. Education about ageing should also begin early to raise awareness on ageing and associated issues, so that people learn to appreciate the older people around them. Negative perceptions about ageing (which can be internalised by older people themselves) can have a detrimental effect on individual wellbeing and there is some research to suggest it can shorten life expectancy.¹³

Furthermore, some people or groups of people are more at risk of social exclusion than others. Older people in Black Minority and Ethnic (BME) communities, for example, can face significant isolation and exclusion.

Age-friendly initiatives where older people can share their skills and experiences with others helps keep them engaged in their community. It is also important to ensure older people are actively involved in any decision making that may affect them. If a negative perception of ageing can have a detrimental effect on an individual's health, then an active and positive image can contribute to enhanced health and wellbeing.

Good Practice Examples

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 people's feelings about the different WHO 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.

Good Practice Examples

The Voice and Influence Partnership

The Voice and Influence Partnership is a project designed to ask Bristol's residents for their views on campaigns, events and local policies.

Voice & Influence Partnership project started on 17 May 2018. It has been funded by Bristol City Council and brings together The Care Forum (TCF), Bristol Multi-Faith Forum (BMFF), Bristol Older People's Forum (BOPF), LGBT Bristol, Stand Against Racism and Equality (SARI), West of England Centre for Inclusive Living (WECIL) and BME Voice, to bring about positive change in local communities.

¹³ Levy, B., et al., Longevity Increased by Positive Self-Perceptions of Aging. *Journal of Personality and Social Psychology*, 2002. 83(2): p. 261-270.

Good Practice Examples

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.

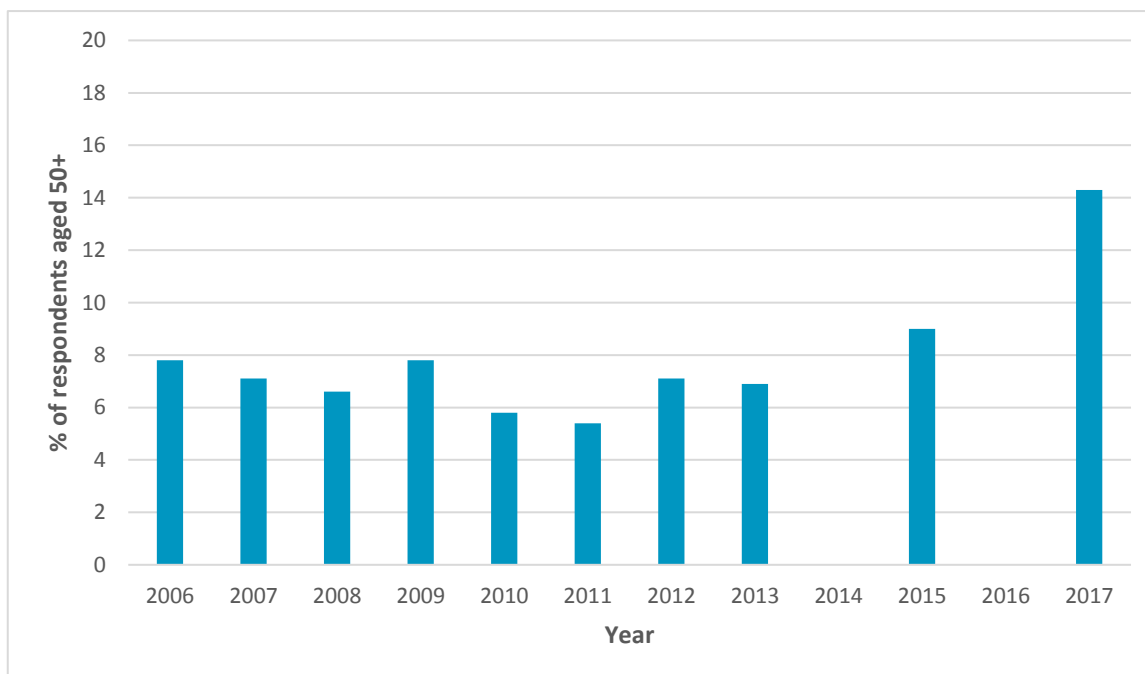
All Aboard Water Sports' charitable aim is to break down barriers. They strive to make it possible for everyone in our community to participate in a range of water sports and water related activities in the beautiful and historic Bristol City Docks.

Baseline

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.

Similarly, 62% of respondents aged 50+ agreed that people from different backgrounds get on well together, increasingly slightly to 66% of respondents aged 65+.

There also appears to have been an increase in age-related discrimination or harassment.¹⁴ 14% of 2017 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:



¹⁴ In 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.

Potential Barriers to Age-friendliness

- **Respect** – A number of good examples of intergenerational activity exist, although more could possibly be done to increase intergenerational activity to help build trust and understanding between different age groups.
- **Social Inclusion** – The Quality of Life survey shows that improvements can be made regarding age-related discrimination/harassment, and perceptions that people from different backgrounds get on well together.

10. THEME 7: SOCIAL PARTICIPATION

Social participation and social support are strongly connected to good health and wellbeing throughout life. Participating in leisure, social, cultural and spiritual activities in the community, as well as with the family, allows older people to continue to exercise their competence and maintain or establish supportive and caring relationships. A lack of such social networks can have a detrimental impact in terms of health and wellbeing and can result in social isolation.

Bristol has a rich and diverse cultural landscape. As well as being home to the UK's oldest working theatre, it has live art, festivals and community events, location filming, dynamic community arts activity and an innovative approach to the use of empty space. Bristol offers great potential for 'active ageing'. Although many of Bristol's festivals and events, such as the annual Harbour or Balloon Festival or the Shaun in the City Adventure Trail are not age specific, they do aim to be as open and inclusive to all ages as possible.

Good Practice Examples

BAB Community Navigators

This project offers free signposting and support to older people who want to feel less isolated and more involved in their community. It has been developed to improve older peoples' wellbeing and social participation by connecting them to activities in the community. The service proactively maps existing activities and supports older people to find and access the most relevant and interesting opportunities. Knowing that many people don't have the confidence to access new opportunities, the Community Navigators may initially attend the first few sessions with the participant.

Community Navigators Bristol is run by a partnership of trusted local organisations combining their community expertise. Bristol Community Health is leading the service in south, east and central Bristol, and North Bristol Advice Centre is leading the service in north Bristol.

Good Practice Examples

Asset-Based Community Development

Bristol has a range of Asset-Based Community Development Projects running across the city that engage and empower older people. Bristol Council's Community Development team work in targeted areas to work with communities in order to improve their area.

Bristol Ageing Better commissioned 9 organisations to deliver different community development projects with the aim of reducing isolation and increasing social participation.

Good Practice Examples

Active Ageing

Active Ageing Bristol is implementing a sustainable framework and strategy for the development of sport and physical activity for people 55 and over across the greater Bristol area by developing opportunities for older people that are designed to maximise their involvement and build upon their strengths such as walking football and rowing for older people.

Through working collaboratively with key strategic partners and providers, more local people will get into sports and physical activity, volunteering and coaching.

Active Ageing Bristol is a new initiative engaging and enabling people to be active, healthy and happy in later life. In partnership with Bristol Sport Foundation, The Anchor Society and St Monica Trust, with support from LinkAge Network Bristol – Active Ageing (Bristol) has created one of the UK's first sport and physical activity programmes for older people.

Baseline

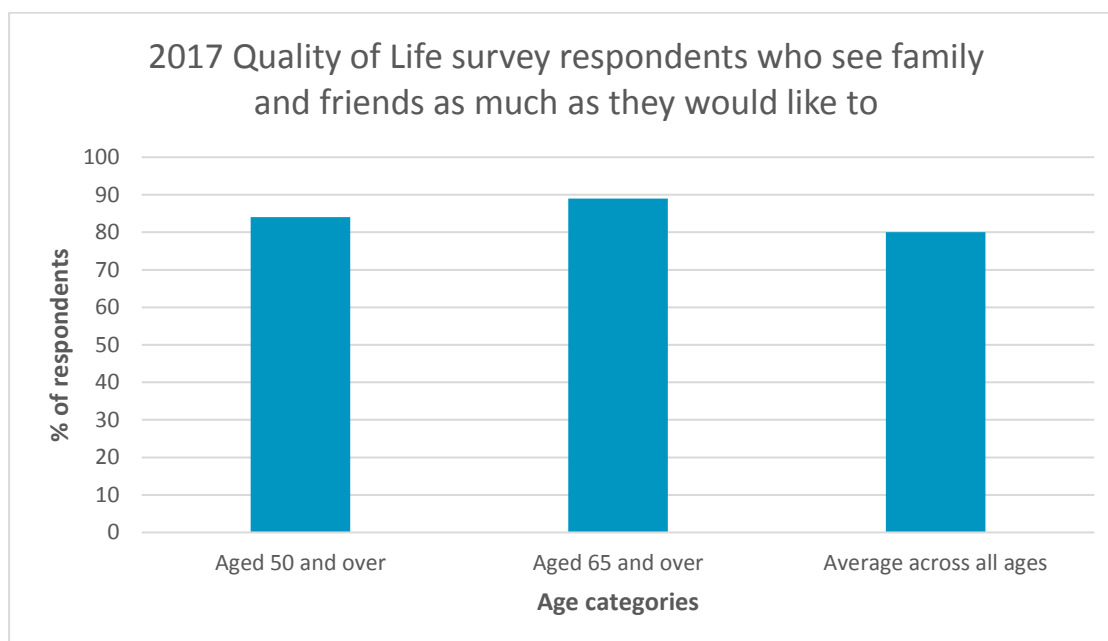
Participating in activities

In the 2017 Quality of Life survey, 43% of respondents aged 50+ reported participating in cultural activities at least once a month. This increased to 46% for respondents aged 65 and over. These figures are slightly below the average for all ages in Bristol (50%). Similarly, 17% of respondents aged 50+ reported that they *never* participated in cultural activities, higher than the average for all ages in Bristol (12%). In the same survey, 44% of residents reported being satisfied with leisure facilities/services, falling to 40% of people living in the most deprived areas

Bristol Ageing Better asked those participating in their programme (all aged 50+) for information about levels of social activity. Between 2016 – 2018, 63% of the 579 respondents reported being a member of a club, organisation or society. When asked about their levels of social activity compared to other people of their age, 50% of these 579 respondents reported feeling that this was less than most, 23% reported it was about the same as others, while 17% reported that they took part in social activities more than most people of their age.

Social contact

In the 2017 Quality of Life Survey, 84% of respondents aged 50+ reported seeing family and friends as much as they would like to. This increases to 89% for respondents aged 65 and over. These figures are above the average for all ages in Bristol (80%). This can be seen below:



Not only is it important to consider what kind of social contact older people are receiving but also the frequency of this contact. A large percentage of 2017 Quality of Life survey respondents (83%) aged 50+ said that they met friends and family at least once per week, with this increasing to 86% among those aged 65 and over.

The 2018 annual survey conducted by the Bristol Older People’s Forum also asked a question about social contact. 69% of respondents aged 55+ agreed that they had the amount and types of social contact that they wanted. This is similar to the results of their 2017 annual survey in which 70% of respondents aged 55+ agreed with this statement.

When asked about feeling close to other people, 12% of 2017 Quality of Life survey respondents aged 50+ said that they rarely or never feel close to other people. This decreases to 8% among respondents aged 65 and over. Interestingly, the average for all ages in Bristol was 14% suggesting those aged 65+ in particular seem to be above the average in this area.

Potential Barriers to Age Friendliness

- **Participation in Outdoor Events** - Rainy and cold weather during winter months can deter some older adults from outdoor physical activity.
- **Transport** – it is not always easy for older people to access activities, if they do not have their own transport or have limited access to public transport.
- **Social Isolation** – Older people are no more alike than any other age group. Some older people are naturally more outgoing and sociable than others, other older people will be harder to engage and so a wide range of activity that recognises people’s different needs and requirements is necessary.

11. THEME 8: TRANSPORT

Transport, including accessible and affordable public transport, is a key factor influencing active ageing. Being able to move about the city determines social and civic participation and access to community and health services.

The environmental impact of transport can have negative consequences. Heavy motor traffic can impact on the air quality of neighbourhoods and limit social interaction. Activities that lend themselves to social interaction - such as gardening and sitting outside - are especially vulnerable to traffic-related environmental impacts, such as noise and air pollution. As motor traffic, volume and speed increases, so does the barrier effect between opposite sides of the street. The threat of being hit, injured or killed by a car not only discourages people from spending time in the street but also means they are less inclined to stop and talk. More 'liveable' communities provide a variety of travel options and streets are well used by the whole community.

The aim of an age-friendly transport system is to provide accessible, appropriate and reliable transport services which encourage people to maintain their mobility, independence and connections as they grow older. Key features include:

- Infrastructure for active mobility and walkability
- Accessible and reliable public transport
- On-demand services and other support to improve mobility

Good Practice Examples

Dial-a-Ride services

For older people and people with a disability who find it difficult to use public transport. This door-to-door service is free for people with either an Older Person's or Disabled Person's bus pass, and enables people to go shopping, attended social and leisure activities, meet family and friends, or attend health appointments.

Bristol Community Transport is a social enterprise providing a range of transport services for the communities of Bristol. We aim to connect individuals and communities, promote social inclusion and tackle social isolation.

Good Practice Examples

Bristol Walking Alliance

This consortium of organisations and individuals campaign to improve Bristol's walking environment. The Alliance regularly comments on planning applications and transport scheme proposals as well as contributing to draft council strategies, policies, plans and design guidance. It is currently working on a campaign to prevent cars parking on the pavement.

Good Practice Examples

Over 55s Group Cycle Rides

The Over 55s project is one of Life Cycle's inclusive cycle ride groups and has been around for eight years. Over that time, there has been hundreds of rides and introduced many people to the numerous cycle routes in, around and beyond Bristol – all our rides use the cycle path network and quiet roads.

Life Cycle UK is a Bristol based registered charity that has been transforming lives through cycling since 1999.

Baseline

Walking

In the 2017 Quality of Life survey, 80% of respondents aged 50+ felt it was convenient and safe to walk in their neighbourhood, which is in line with the average for all ages in Bristol. This increased to 85% of respondents aged 65 and over. While in recent years there has been no data about how often people walk, the Quality of Life survey in 2010 indicated that approximately 20% of respondents aged 50+ travelled for shopping or leisure by walking.

Cycling

14% of 2017 Quality of Life survey respondents aged 50 and over reported riding a bicycle at least once a week. This is approximately 1 in 7 respondents aged 50+. Amongst respondents aged 65+, 11% rode a bicycle at least once a week. These figures are, however, below the average for all ages in Bristol (on average 28% of respondents rode a bicycle at least once a week).

Traffic

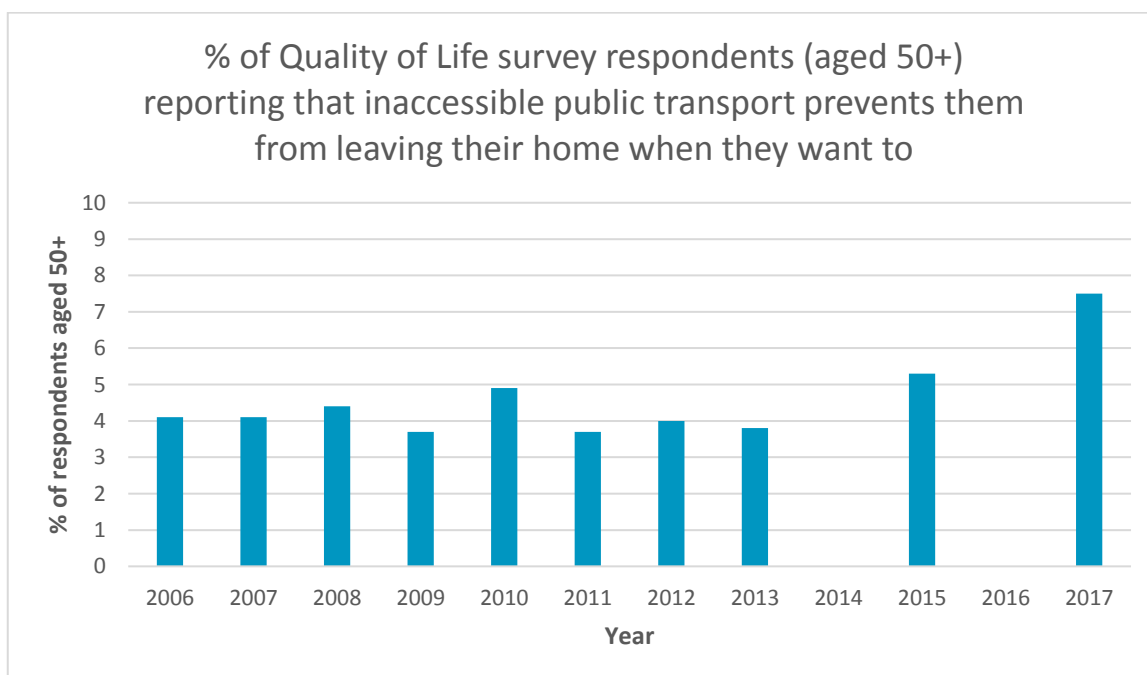
Furthermore, 73% of 2017 Quality of Life survey respondents aged 50+ believed that traffic congestion was a problem locally. This figure has remained reasonably stable since 2008 and is in line with the average for all ages in Bristol (74%).

Public transport

Only 48% of 2017 Quality of Life survey respondents aged 50+ said that they were satisfied with the bus service. This is the lowest level of satisfaction reported in the Quality of Life survey since 2006, although direct comparisons may be affected by changes in survey methodology in 2017. It is worth noting that satisfaction in 2017 was slightly higher among those aged 65 and over (59% satisfied), compared to those aged 50+. This satisfaction is also higher than the average for all ages in Bristol (40%). Key issues raised by the survey respondents of all ages in relation to bus satisfaction were the need for extra bus routes, extra times added to the existing bus schedules, more reliable time keeping and cheaper fares

Only 46% of respondents aged 50+ were satisfied with the information about local bus services. Again, this is the lowest level of satisfaction in recent years, with a 10% decrease since 2015.

7.5% of respondents aged 50+ reported that inaccessible public transport prevented them from leaving their home when they wanted to. As demonstrated in the graph below, this is a large increase from previous years:



Potential Barriers to Age Friendliness

- **Walkable neighbourhoods** – a number of the barriers highlighted for ‘Outdoor Spaces and Buildings’, such as the presence of hills in certain parts of the city and the limited funds available for pedestrian infrastructure improvements remain relevant issues for the ‘transport’ theme.
- **Private Transport** - Heavy motor traffic is a barrier, as are a lack of parking, insufficient and inadequate signage and the difficulty of maintaining driving skills as one ages.

- **Community Transport** – Very popular with older people but, like many services, it is vulnerable to budget reductions as local government funding is reduced
- **Public Transport** - Some older people may experience discomfort on public transportation due to other passengers who are disrespectful or who do not yield seats designated as priority seats for older people and those with disabilities, range and frequency of services can be a barrier and crime and/or fear of crime may deter older adults from using public transport in the evenings/at night
- **Cycling** - Cyclists can be a concern for some older pedestrians (i.e. cycling on pavements) and older drivers.

12. Appendix

References for the data

Bristol City Council (2017). *Quality of Life in Bristol Survey 2017-2018* [online]. Available at: https://opendata.bristol.gov.uk/pages/quality_of_life_results_201718/ [accessed 13 August 2018].

Office for National Statistics (2011). *2011 Census Data* [online]. Available at: <https://www.ons.gov.uk/census/2011census/2011censusdata> [accessed 13 August 2018].

Bristol Older People's Forum (2018) *Newsletter Survey 2018* [internal unpublished]

Information about the data

The Quality of Life in Bristol Survey (2017) was conducted between March and August 2017. It was open to all Bristol residents and carried out entirely online, although paper copies were available if requested. It was completed by 3,500 respondents. All wards within Bristol had at least 50 respondents. The table below outlines the demographic characteristics of respondents, however the results were weighted by ward, sex and age to help adjust for any discrepancies such as the under-representation or over-representation of certain groups.

The Quality of Life in Bristol survey has been conducted annually since 2009. Although the survey questions change slightly each year, in 2017 significant changes were made to the questions. There were also major changes to the survey methodology, including conducting the survey online and opening it to all Bristol residents. For these reasons it is not possible to make direct comparisons with the results from previous years.

	Characteristics	Respondents
Age group	50 - 64	999 (29.7%)
	65 - 84	646 (19.2%)
	85+	20 (0.6%)
Gender	Male	1,303 (38.5%)
	Female	2,003 (59.2%)
	Other	5 (0.1%)
	Prefer not to say	74 (2.2%)
Gender Identity	Different to at birth	11 (0.3%)
	Same as at birth	3,230 (96.4%)
	Prefer not to say	108 (3.2%)
Disability	Disabled	368 (11%)
	Not disabled	2,885 (86%)
	Prefer not to say	102 (3%)
Ethnicity	White British	2,774 (82.1%)
	White other background	102 (3%)
	White unspecified	148 (4.4%)
	BME	194 (5.7%)
	Prefer not to say	161 (4.8%)
Sexual orientation	Heterosexual	2,766 (82.6%)
	Lesbian, Gay or Bisexual	263 (7.9%)
	Other	29 (0.9%)
	Prefer not to say	290 (8.7%)
Religion	Follow a religion	1,346 (40%)
	No religion	1,853 (55.1%)
	Prefer not to say	167 (5%)

The Bristol Older People's Forum (2018) was conducted between May and June 2018. It was open to all 2,060 members of the Bristol Older People's Forum, all of whom were over the age of 55. It was carried out using paper surveys posted directly to individuals with a freepost envelope for the survey return. It was completed by 449 respondents. The table below outlines the demographic characteristics of these respondents. Results have not been adjusted or weighted for any discrepancies between under-represented and over-represented groups.

Characteristics	Respondents	
Age group	55 - 64	18 (4%)
	65 - 74	116 (26%)
	75 - 84	199 (44%)
	85+	109 (24%)
	Prefer not to say or unanswered	6 (1.4%)
Gender	Male	143 (32%)
	Female	293 (65%)
	Prefer not to say or unanswered	13 (2.4%)
Gender Identity	Different to at birth	6 (1%)
	Same as at birth	428 (95%)
	Prefer not to say or unanswered	15 (3.7%)
Disability	Disabled	163 (36%)
	Not disabled	230 (51%)
	Prefer not to say or unanswered	55 (12%)
Ethnicity	White British	409 (91%)
	White other background	10 (2%)
	Black or Black British	12 (3%)
	Asian or Asian British	8 (2%)
	Mixed heritage	4 (1%)
	Prefer not to say or unanswered	6 (1%)
Sexual orientation	Heterosexual	349 (78%)
	Lesbian, Gay or Bisexual	13 (3%)
	Other	1 (0.2%)
	Prefer not to say or unanswered	86 (19%)
Religion	Follow a religion	323 (72%)
	No religion	126 (28%)

The Census (2011) was conducted in March 2011. It was open to all residents in England and Wales. It was carried out using paper surveys posted directly to all 25 million households with a freepost envelope for the survey return. There was also the option of completing the survey online.

How Age Friendly is Bristol: Baseline Assessment (2018) has been produced on behalf of Bristol Ageing Better, Age UK Bristol and Bristol City Council.

www.bristolageingbetter.org.uk

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