



Making Leeds the
best city to grow old in



Friendly Communities

Sarah Prescott and Jude Woods

Time to Shine

Leeds Older People's Forum



Friendly Communities



- **Dementia Friendly Leeds**
- **Age and Dementia Friendly Guide and Sign Up**
- **Age Friendly Leeds**
- **Age Friendly Ambassadors**
- **Age Proud Leeds**



Friendly Communities and COVID 19



- **The crisis has led to an even more heightened need for us to address ageism and the full inclusion of all older people in our society.**
- **Currently using the Friendly Communities Newsletter, blogs, social media and online tools to promote and encourage the take up of the Age and Dementia Friendly initiatives.**



Co-Production

- Up and Go DEEP group: in partnership with Leeds Playhouse and Peer Support Service: currently recruiting new members.
- Ongoing additional consultation with older people in community locations like memory cafes and more informally.
- Age Friendly Steering Group: monthly meetings, 'voice of older people'.
- Age Proud Leeds: involving older people as 'faces of the campaign' particularly recruiting to reflect diversity of the city.





Dementia Friendly Leeds



A campaign to raise awareness of dementia and make services more accessible.

The aim is to ensure that people who are living with dementia and their carers remain an active part of their community and keep doing the things they enjoy.

We work alongside people living with dementia, local businesses and services, local communities and individuals who are working to become dementia friendly,





Dementia Friendly Community Action Plan 2019-20



- Transport
- Businesses and Shops
- Arts, culture, leisure and recreation





Dementia Friends



- Sarah and Jude trained as Dementia Champions to increase the number of Dementia Friends in Leeds
- Currently recruiting local Champions to help us offer sessions for new COVID volunteers





Age and Dementia Friendly Guide for Businesses and Organisations



- **Free Resource pack** (online and in print) - information for businesses and organisation who want to take action to become more age and dementia friendly
- **Sign up** and receive stickers, publicity and support including links and promotion in Leeds Directory





Age Proud
Leeds



Leeds
Working to become
Dementia
Friendly





Dementia Friendly Leeds



Increased impact – moving closer to creating a Dementia Friendly City

Dementia Friendly Leeds

Steering group

Dementia Friendly Community (DFC)

A fixed geographical area - 3 registered DFCs and lots of informal activity in other areas

Leeds Dementia Action Alliance

Each member commits to 3 Dementia Friendly and 3 Age Friendly actions
Over 200 businesses and organisations in the network

Dementia Friends– individuals taking many small actions that add up to big changes!



Age Friendly Leeds



There are 34 Age Friendly communities across the UK. The UK Network of Age Friendly Communities is coordinated by the Centre for Ageing Better. Leeds became an Age Friendly city in 2014, joining over 800 cities in 40 countries.

An age friendly community...

- enables people of all ages to actively participate in community activities and treats everyone with respect, regardless of their age
- is a place that makes it easy for older people to stay connected to people that are important to them
- helps people stay healthy and active even at the oldest ages
- provides appropriate support to those who need it.

In practical terms, an age friendly city adapts its structures and services to be accessible to and inclusive of older people with varying needs and capacities.



Age Friendly Leeds



- The Age Friendly Leeds Partnership is co chaired by [Leeds City Council](#) and Leeds Older People's Forum, it brings together the statutory, voluntary and private sectors to address the priorities identified by older people in relation to making Leeds an Age Friendly City.
- In 2016 Time to Shine published an [Age Friendly Charter](#) which had been developed in consultation with older people. Taking this forward in 2017 the Age Friendly Steering group was established to involve older people in guiding the age friendly work. The group have set up the [Come in and Rest scheme](#), they continue to encourage organisations and businesses to adopt Age Friendly actions and speaking up about ageism in the Age Proud Leeds campaign.

Some of the things our members have said....

Age Proud Leeds



“Attending the group in itself is enjoyable, we always have a laugh or two. And it’s a good way of learning what’s available for the older people of Leeds.”



Age Proud Leeds



“It's a very friendly group; helpful for networking.”

“It has made me more aware of problems that other older people have that I haven't experienced.”

“It's a unique experience to be able to share thoughts and ideas, I feel that I can talk freely, and I have a sense of belonging with other older people in the group.”

“I've met new and interesting folk, gone places I wouldn't have gone otherwise and feel that I'm contributing to a bigger picture.”

“To stay in the loop, join the Age Friendly Group!”





Age Friendly Ambassadors



An [Age Friendly Ambassador](#) is an adult of any age who will take action to help raise awareness and spread the Age Friendly message to others.





Age Proud Leeds



Age Proud Leeds



Age Proud Leeds is a campaign to raise awareness of ageism and change negative attitudes about ageing and older people.

A vertical campaign poster for Age Proud Leeds. The top section is yellow and contains the "Age Proud Leeds" logo and the "Age friendly Leeds" logo. Below this is a blue section. On the left is a black and white portrait of an elderly man. To the right of the portrait is the text: "Age Proud Leeds is a campaign to raise awareness of ageism and change negative attitudes about ageing and older people." Below the portrait is the credit "Photo by Glenn Robinson on Unsplash". Further down is the text "Join us at the launch of the campaign to challenge age discrimination." followed by event details: "Leeds City Museum", "Thursday 3rd October", and "12:00-1:00". At the bottom is the hashtag "#ageproudlDs". The footer contains logos for the Community Fund, NHS, and Leeds City Council.

Age Proud Leeds

Age Proud Leeds is a campaign to raise awareness of ageism and change negative attitudes about ageing and older people.

Photo by Glenn Robinson on Unsplash

Join us at the launch of the campaign to challenge age discrimination.

Leeds City Museum
 Thursday 3rd October
 12:00-1:00

#ageproudlDs

Campaign led by LOPF, in partnership with:

- LCC
- NHS
- Third Sector
- Older people





Age Proud Leeds



1. **Let's talk about ageism:** Find out how widespread ageism is and how you can get involved in the campaign.
1. **Ageism affects people of all ages:** Younger, middle aged, older? Ageism affects us all.
1. **Ageism. What does it do to us?:** Age discrimination has many negative effects. Having a positive attitude to ageing can help you live well for longer.
1. **Older, different, equal:** Older people are diverse. Ageing and ageism affect us differently.
1. **Time to feel good about ageing:** Ageing brings many benefits. Share the positives and celebrate the contributions made by older people.



Age Proud Leeds



“Age pride is for everyone who refuses to regret waking up a day older, who acknowledges long life as the privilege it is, and who is prepared to challenge the power structures that underlie all discrimination. We are all ageing. Each of us benefits when we make common cause against oppression. Age pride is for everyone.”

(Ashton Applewhite, This Chair Rocks, A Manifesto Against Ageism, 2019)

Contact us

Leeds Older People's Forum
0113 244 1697

Sarah@opforum.org.uk

Jude@opforum.org.uk

www.timetoshineleeds.org/

[Friendlycommunities](#)

@TTSLeeds @leedsdaa

#ageproudlDs

