

Report of:	Executive Member for Adult Health and Public Protection and Digital Inclusion Director of Public Health
Submitted to:	Executive
Date:	12 July 2022
Title:	Application to the World Health Organisation (WHO) to Achieve Age Friendly Status
Report for:	Decision
Status:	Public
Strategic priority:	Vulnerability
Key decision:	Yes
Why:	Decision(s) will have a significant impact in two or more wards
Urgent:	No
Why:	N/A

Executive summary

- The report presents an overview of the World Health Organisations framework for Age Friendly Communities.
- The report gives an overview of what it means to become a member of the WHO global network of Age Friendly Cities and Communities (GNAFCC) and the benefits for Middlesbrough.
- The report presents an overview of some of the current achievements to date
- The report includes recommendations for agreement to progress to the next stage

Purpose

The purpose of the report is to seek approval from the executive for an application to the World Health Organisation (WHO) for Middlesbrough Council to join the Global Network of Age Friendly Cities and Communities to achieve Age Friendly Town Status.

Background and relevant information

1. The WHO Global Network for Age-friendly Cities and Communities (GNAFCC) was established in 2010 to connect cities, communities, and organisations worldwide with the common vision of making their community a great place to grow old in. As a response to global population ageing and rapid urbanisation, it focuses on action at the local level that fosters the full participation of older people in community life and promotes healthy and active ageing
2. The Age-friendly Communities Framework was developed by WHO in consultation with older people. It is built on the evidence of what supports healthy and active ageing in a place and includes eight interconnected domains, or areas, that places can address to better adapt their structures and services to meet people's needs as they age. These include the built environment, social environment and community and health support.



The above Image was designed for our baseline assessment report and includes the eight domains of Age Friendly Communities

3. These aspects of community life need to be considered when making local plans as they help us to identify and address barriers to the well-being and participation of older people.
4. The mission of the GNAFCC is to stimulate and enable cities and communities around the world to become increasingly age friendly.

5. The most important aspect in creating an age friendly community is taking an integrated approach to thinking about the places where people live and how best to promote older people's wellbeing and engagement with their physical and social environments. Local authorities have an important 'place shaping' role – knowing their communities and ensuring that everyone can participate in economic, cultural, and social activity contributing to community wellbeing and prosperity.
6. Ageing Better Middlesbrough (ABM) was a 7-year National Lottery funded project to reduce Loneliness and Isolation on over 50s in Middlesbrough and was led by Middlesbrough and Stockton Mind. Premised on person-centred, coordinated support, ABM aimed to alleviate social isolation; improve mental health and well-being; and build confidence and learning from the programme, aimed to drive improvements in local services. During this time, the partnership worked with nearly 5000 beneficiaries and 100s of organisations across the town - from grassroots community groups to those across the Voluntary, Community, Public and Private sectors.
7. A key priority for the final year of the programme (April 2021 – March 2022) was to support Public Health with the introduction of an Age Friendly Middlesbrough, to leave a legacy from the ABM for the town and to help make Middlesbrough a better place to live for the whole community.

Age Friendly Middlesbrough – Achievements to date

8. In 2019 an Age Friendly Middlesbrough Steering Group led by Public Health was established to provide a multi-agency decision-making forum, that works collaboratively to :-
 - Influence local policy and strategy change that affects the lives of older people
 - Ensure that wider policy and strategy that affects the lives of older people is discussed and aligned with the Age Friendly Programme
 - Draw together the experience of older people, to improve delivery of local services and activity using the W.H.O Age Friendly Cities framework as a guide
 - Work in partnership with other statutory, voluntary and private sectors to ensure high quality services for older people
 - Provide a multi-agency decision-making forum, that works collaboratively to achieve a shared vision, to be recognised as an Age Friendly Town and achieve W.H.O accreditation
 - Ensure that Age Friendly activity, consistently and ambitiously reflects the voice of older adults
 - Ensure high quality and sustainable outcomes for older adults across all 8 domains of age friendly.
9. The Steering Group includes representatives from Public Health South Tees, Middlesbrough Council Staying Included Team, MBC Sensory Officer, MBC Hubs Manager, Healthwatch, Age UK Teesside, Cleveland Fire Authority, Thirteen Housing, Independent Age, Middlesbrough and Stockton Mind, Older People representatives and Social Prescribing link workers.
10. In September 2021 a Middlesbrough-wide Age Friendly Survey was launched based on WHO's 8 domains of Age Friendly Communities. The survey was analysed to inform a baseline assessment report which included key findings and the top 10 priorities of what older people said are important aspects of community life. The report will guide our action

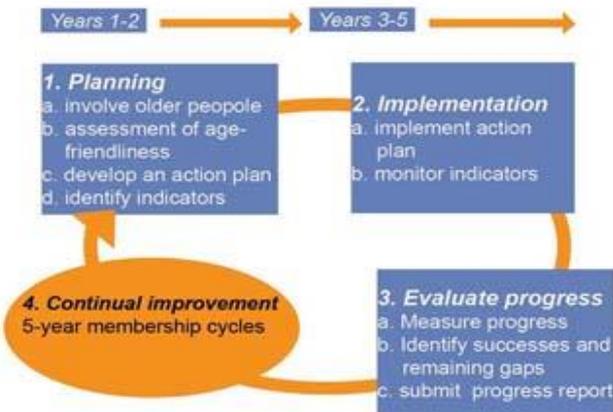
planning, service delivery and partnership working over the next 3 years. (Baseline assessment report included in annex 1)

11. Building an age-friendly community requires immense physical and social planning. The Age-friendly Middlesbrough Steering Group will be laying the groundwork for many of these actions. The action plan will help us to guide the implementation of the key recommendations. Some of these actions are well underway and the Steering Group partners involved in implementing those actions have already been making a difference in our older people's lives. Other actions are still in the planning stage.
12. In November 2021 Public Health South Tees launched age-friendly training, in partnership with Middlesbrough and Stockton Mind. The training is to give participants a better understanding of how to support older people to age better in our community and includes:
 - Research and local information on the older population in Middlesbrough
 - Exploring the physical and psychological aspects of ageing, as well as looking at implications for our town and its services/businesses through local case studies
 - Suggestions of how to support older people to age better in our community, including mental health, sight / hearing loss, chronic disease, dementia, mobility, and the effects of medication

Becoming a member of the W.H.O Global Network

13. Becoming an Age-friendly Community is an ongoing process, with most places starting with an initial five-year commitment, incorporating up to two years to deliver a baseline assessment and action plan. From there, progress is assessed, and the work continues.
14. Membership to the Network is not an accreditation for age-friendliness, it reflects cities and Towns' commitment to listen to the needs of their ageing population, assess and monitor their age-friendliness and work collaboratively with older people and across sectors to create age-friendly physical and social environments. Membership is also a commitment to share experience, achievements and lessons learnt with other cities and communities.
15. The WHO Global Network for Age-friendly Cities and Communities currently includes 1333 cities and communities in 47 countries, covering over 298 million people worldwide.
16. A key benefit to submitting the application and becoming a member of the global network is that Middlesbrough will be recognised as working towards becoming an Age Friendly Town and the networks support and learning will support us on this journey
17. If our application is successful, the information we provide will be used to create a profile page for Middlesbrough and will be published on [Age Friendly World](#). This website will increase the visibility of our work and enable Middlesbrough Council to inspire change by showing what we have done and how we have achieved it. It will connect us to cities and communities worldwide to facilitate the exchange of information and experience, and support cities and communities to find solutions through innovative and evidence-based technical guidance.

Cycle of WHO Global Network of Age-friendly Cities©



Middlesbrough is currently in the planning stage (Years 1-2) and an Age Friendly Steering Group involving Stakeholders and Older People is leading the development of an action plan that underpins the 8 age friendly domains and the top 10 priorities identified in the baseline assessment of what older people have said are important aspects of community life. Age Friendly indicators will be agreed to help us to measure progress and evaluate our Age-friendly initiatives (Years 3-5)

What decision(s) are being recommended?

- 18. That the Executive: approves an application to the WHO GNAFCC for Middlesbrough Council to achieve age friendly status
- 19. That the Executive agrees for the application to include a covering letter from the Mayor

Rationale for the recommended decision(s)

- 20. Cities and communities can join the Network with the commitment by the political leadership to engage in this process and they are welcome to remain in the Network for as long as they stay engaged and share their experience with fellow members. An eligible member of the WHO GNAFCC must be
 - A directly elected or mandated public governing body possessing within a given territory, as defined by law, a set of competences to deliver public goods and services to citizens. Given the diverse allocation of responsibility for health policy and community planning among countries, membership is inclusive of sub-national organizational levels from the provincial or state level, to villages and townships with limited population numbers.
 - The authority and capacity to convene mechanisms for inter-sectoral collaboration, conduct baseline assessments and to develop, implement and monitor action plans aimed at making the cities and communities under their sphere of influence more age-friendly

Other potential decision(s) and why these have not been recommended

- 21. There are no other decisions to be made.

Impact(s) of the recommended decision(s)

Legal

- 22. There are no legal impacts to becoming a member of the GNAFCC.

Strategic priorities and risks

23. Strategic Priority VUL 03 - To achieve Age Friendly Communities Status.

Risk description:

24. If Age Friendly Communities Status is not achieved, this may lead to an increase in older people in Middlesbrough becoming lonely and isolated, resulting in wider health inequalities, poorer health and wellbeing outcomes and increasing demands on the service and budgets

(See appendix 2 for risk profile)

Human Rights, Equality and Data Protection

25. No personal data will be shared with the World Health Organisation

Financial

26. There are no legal impacts to becoming a member of the GNAFCC

Actions to be taken to implement the recommended decision(s)

Action	Responsible Officer	Deadline
To submit online application to WHO GNAFCC	Emma McInnes	July 2022

Appendices

1	Age Friendly Middlesbrough baseline assessment summary report March 2022
2	Risk profile for Achieving Age Friendly Communities Status August 2021

Background papers

Body	Report title	Date

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