

Full of Life!



**Supporting the people of Plymouth to
live life to the full**

November 2023



The Plymouth Plan 2014-2034



Multiple strategic statements around older people including;

- Supporting adults with health and social care needs
- Playing an active role in the community
- Meeting local housing needs
- Creating the conditions for economic growth
- Address health inequalities and improving health
- Delivering skills and talent development

THE PLYMOUTH PLAN — EXPLORE ABOUT THE PLAN NEWS CONTACT Q SEARCH

THE PLYMOUTH PLAN IS A COLLECTIVE VISION OF THE CITY'S FUTURE, LOOKING AHEAD TO 2034.

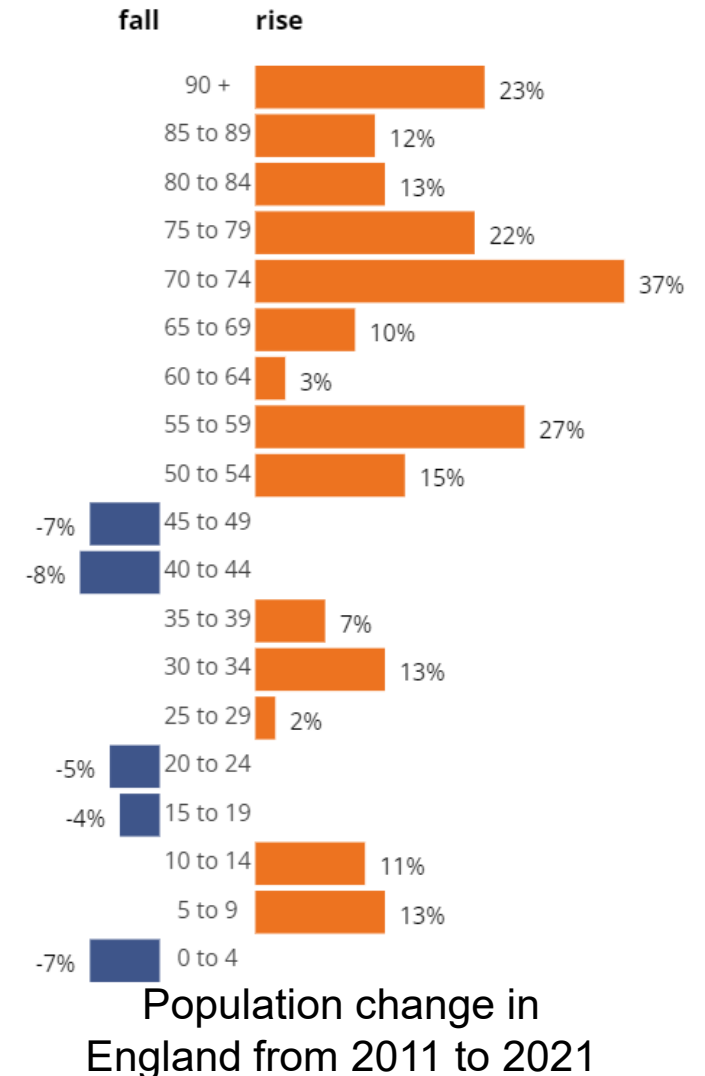
The Plymouth Plan is a ground-breaking plan which looks ahead to 2034. It sets a shared direction of travel for the long term future of the city bringing together a number of strategic planning processes into one place.

It talks about the future of the city's economy; it plans for the city's transport and housing needs; it looks at how the city can improve the lives of children and young people and address the issues which lead to child poverty and it sets out the aspiration to be a healthy and prosperous city with a rich arts and cultural environment.

Why a focus on older people?



- The proportion of older people in society (Worldwide, UK, Plymouth) is growing through a combination of people living longer, and the higher number of people born between 1946-1964 (so called baby boomers)
- People in later life often bring many assets to society; for example, though caring for their loved ones, volunteering in communities, and bringing their skills and knowledge to many organisations.
- With a growing number of older people, it is essential that they are empowered, skilled, healthy and able to contribute fully to society.
- Worldwide movement (WHO)



Cabinet recommendations



That Plymouth City Council

- Commits to the development of Age-Friendly communities across Plymouth (and through this, apply to become a member of the UK Network of Age-friendly Communities)
- Delegates to Councillor Mary Aspinall to approve the Terms of Reference of, and to Chair, a city wide steering group to oversee the work from a stakeholder and older persons' perspective. This will be supported by appropriate Council Officers, and Task and Finish groups.
- Through this Steering Group, to develop and/or implement;
 - a baseline assessment
 - a strategy to set the vision
 - an action plan
 - an evaluation framework
- Develop a 'Plymouth Ageing Better' charter, to encourage a large number of organisations across the city to apply age-friendly principles.

Programme structure



Full of Life! is a city wide programme and will have a city wide steering group

The Programme will last several years, recognising that there will be more that can be done as time goes by.

There will be a clear focus in year 1 of strong engagement and in achieving the baseline assessment, action plan (and evaluation framework), strategic direction and delivering some of the actions such as the charter.

Full of Life! will cover two general cohorts;

- Those who are well – helping them to stay well through promoting Thrive Plymouth targeted to that cohort
- Those impacted by the consequences of ageing

This is about Stage not Age

The programme will not specifically cover health and care services except where we believe that there is a need to challenge the use of language or images used in communications (e.g. use of 'frail elderly' in communications, while recognising there is a specific use for this term in clinical settings)

Age friendly communities framework



1. Outdoor spaces and buildings
2. Transport
3. Housing
4. Social participation
5. Respect and social inclusion
6. Civic participation and employment
7. Communication and information
8. Community support and health services

“Full of Life!” will include all of these themes.

However, they have been organised differently to fit better with existing partnerships

Health and social care services will not figure heavily since this work is part of the Local Care Partnership plan, feeding into the Health and Wellbeing Board.

“Full of Life!” themes

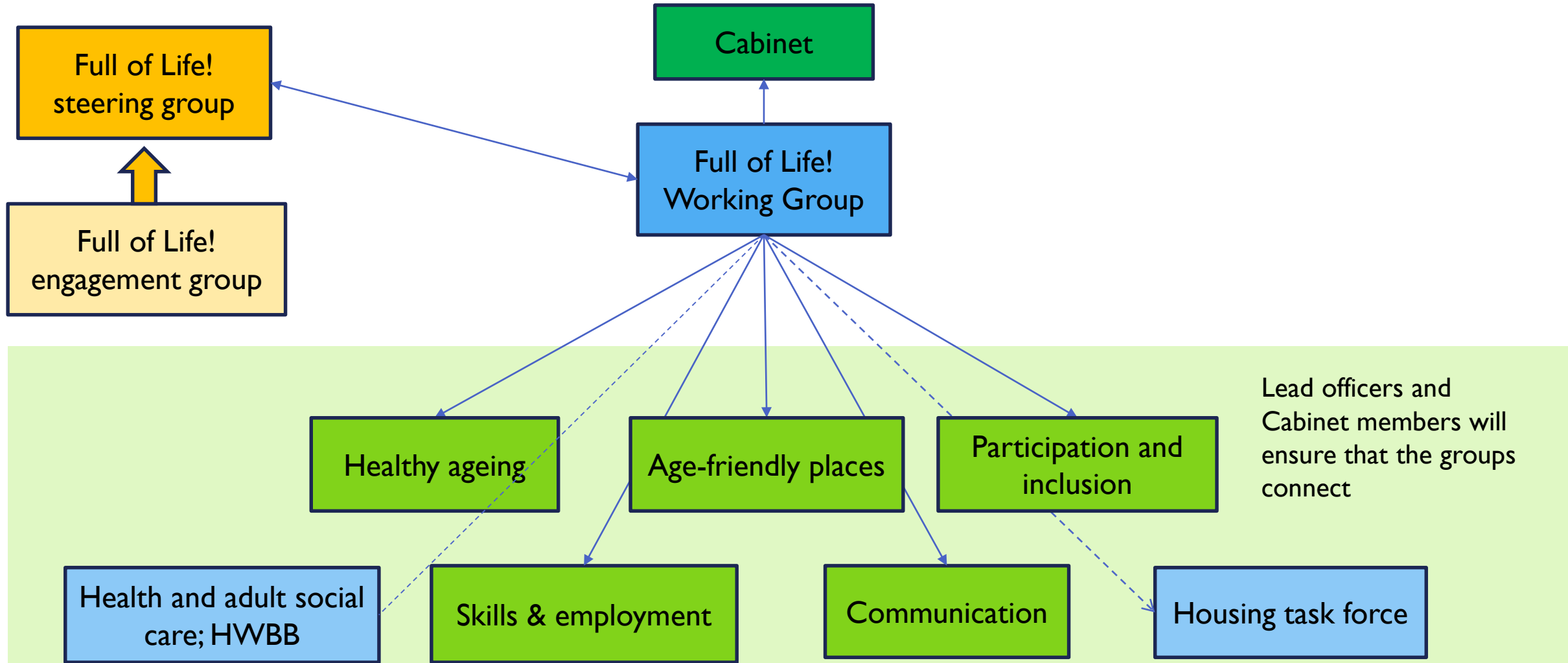


- **Healthy ageing** – Use of Thrive Plymouth (our programme for tackling inequalities) to support people to live healthily which supports healthy ageing
- **Age-friendly places** – that spaces and buildings are accessible, welcoming and feel safe and inclusive. Includes sub themes of a) transport b) outdoor spaces c) buildings
- **Participation and inclusion** – ensuring that activities (inc Culture) available in their place are as financially, culturally and physically accessible as possible. Tackle ageism and ableism, and consider specific groups who may be or feel excluded. Promote and celebrate the contributions of older people to their community.
- **Skills and employment** – ensuring people have opportunities as they age to develop new skills and to pass on their skills and experience to others. a) Age-friendly employers national pledge b) volunteering opportunities c) new skills and opportunities
- **Communication** – ensuring that communications across the city are inclusive, and portray positive images of older people across the city

And also;

- The programme Working Group will receive updates from the Housing Taskforce to be assured that the needs of older people are being taken into account.
- Members will utilise existing partnerships in Health and social care to be assured that the needs of older people are being taken into account.

Programme Governance



Theme Governance



Theme	Officer lead	Councillor lead
Healthy ageing	Ruth Harrell	Cllr Mary Aspinall
Age-friendly Places	Paul Barnard	Cllr Mark Coker Cllr Tom Briars-Delve
Participation and Inclusion	Rachel Silcock	Cllr Dann / Cllr Laing Cllr Penberthy
Skills and employment	David Draffan	Cllr Evans
Housing	Gary Walbridge	Cllr Penberthy
Communication	Ellie Firth	Cllr Jemima Laing

Steering group representation



- Steering Group will be supported by an Engagement Group.

Steering Group.

- Chair – Cllr Aspinall
- Senior Citizens Forum rep
- Plymouth Area Disability Action Network rep
- Age UK
- Improving Lives / Sensory Solutions
- Dementia Friendly City lead
- Eldertree

Engagement Group

- Will draw on wider groups across the city, with open invitations to meetings communicated widely
- Workshop style of meetings to understand issues, barriers and possible solutions
- To broaden engagement with a wide range of older people
- To support evaluation of actions taken
- Economy / culture / tourism / shopping / transport etc.....

Context; shared endeavour



- **Healthy Ageing; [A consensus on healthy ageing - GOV.UK \(www.gov.uk\)](https://www.gov.uk)**
 1. Putting prevention first and ensuring timely access to services and support when needed
 2. Removing barriers and creating more opportunities for older adults to contribute to society
 3. Ensuring good homes and communities to help people remain healthy, active and independent in later life
 4. Narrowing inequalities
 5. Challenging ageist and negative language, culture and practices wherever they occur, in both policy and practice
- **World Health Organization 2021-2030 as a [Decade of Healthy Ageing](#)**
- **[Centre for Ageing Better | Action today for all our tomorrows \(ageing-better.org.uk\)](https://ageing-better.org.uk) - a growing movement of communities, giving you access to contacts, ideas and expertise from the UK and across the globe, as well as learning opportunities and peer support.**

Programme Process



The programme will be developed using four steps which run in a cycle



It is recommended by the WHO in [Creating Age-friendly Environments in Europe](#) that the timescales for this sort of approach should be at least 5 years; this is a long term programme

Preliminary Plans – vision



Our vision for older people is not different to our vision for everyone living in our city.

The point of this programme is to focus attention on older people.

Our vision is for Plymouth to be;

One of Europe's most vibrant waterfront cities, where an outstanding quality of life is enjoyed by everyone; and where age is no barrier.

OUR PLAN BUILD A BETTER PLYMOUTH



CITY VISION: Britain's Ocean City

One of Europe's most vibrant waterfront cities, where an outstanding quality of life is enjoyed by everyone

Plymouth
Britain's Ocean City

OUR MISSION: Making Plymouth a fairer, greener city, where everyone does their bit

WE BELIEVE IN:



WE WILL:

Make Plymouth a great place to grow up and grow old
Minimise the impact of the cost of living crisis

OUR PRIORITIES:

- Working with the Police to tackle crime and anti-social behaviour
- Fewer potholes, cleaner, greener streets and transport
- Build more homes - for social rent and affordable ownership
- Green investment, jobs, skills and better education
- Working with the NHS to provide better access to health, care and dentistry
- Keeping children, adults and communities safe

DOING THIS BY:

- Providing quality public services
- Trusting and engaging our communities
- Focusing on prevention and early intervention
- Spending money wisely
- Empowering and engaging our staff
- Being a strong voice for Plymouth

Preliminary plans – Baseline



Baseline assessment comprises two parts;

- What does any data and intel tell us about how we are doing and what could be better?
- What are we already doing / working on to support this agenda?

Next steps

- Team Plymouth workshop
- Full of Life! Engagement Group

A	B	C	D	E	F
Project	Domain	How does it support ageing well?	Currently in place	Planned / could be done	Lead
Wellbeing Hubs	4. Social participation	Provides social setting for people to meet and take part in activities, and get help they might need eg digital inclusion	Tea and toast, regular events	Ask community builders / wellbeing hubs to focus on what local older people say they would like, and enable that to happen	Rachel Silcock
Wellbeing hubs - improving lives	4. Social participation	specialist services around sensory impairment which helps to reduce the isolation caused by sensory loss	Support service offering different technologies and outreach across city		Rachel Silcock
Janner mens shed	4. Social participation	space for men of all ages to meet		Consider promoting more	
Eldertree	4. Social participation	Eldertree offer a befriending service for those over 50, which includes being active, volunteering, and getting support	Reduces social isolation and also offers opportunity to be active such as seated exercise		
Cost of Living hub	8. Community support and health services	range of support around fuel / food poverty		Campaign around pension credits (and universal credit for those not yet retired)	

Preliminary Plans – what do we already know?



City Survey

- Those aged '75 plus' (75%) were significantly more likely to agree with the statement 'I feel I belong to my local area' than those aged '16-64' (49%-65%).
- Those aged '75 plus' (38%) were significantly less likely to disagree with the statement 'I am involved in community activities/groups in my local area' than those aged '16-64' (51%-68%).
- Those aged '45yrs+' were significantly more likely to have agreed that 'I know how to get involved in decisions that affect my local area' than those aged 'Under 45yrs'.
- Those aged '75+' (59%) were significantly more likely to have agreed that 'I feel there is trust between people in my local area' than those aged '16-54' (27- 49%).
- Those aged '75 plus' (27%) were significantly more likely to never use the internet than all other age groups (0-11%).
- Those aged '16-24' (89%) and '75 plus' (86%) were significantly more likely to have agreed that they feel in control of their lives with the statement than those aged '45-54' (76%).

Preliminary plans – action plan



Baseline assessment will support this;

- What are we already doing / working on to support this agenda?
- What are the identified gaps?
- What can we do in the short term to fill these gaps...?
- What can we do to understand more about the gaps and the potential longer term solutions?
- What are our longer term areas of work?

Next steps

Develop an action plan for short term to include;

Actions over the next 12 months

Areas where more understanding is needed to inform longer term actions

Preliminary plans – charter



The 'Full of Life!' charter will be a city-wide charter, looking for engagement across the city.

This might include; shops, hospitality, tourism, transport, employees and anyone providing a service that includes older people.

We have some preliminary ideas for what this might include, and will be testing those out both with those we hope will sign up; and those we hope that will benefit from it.

It might include a set of principles around;

- Communications and signage
- Customer Care
- Accessibility
- Supporting employees

Next steps

Discuss at the steering group and the engagement group

Develop a draft Charter for further consultation

Preliminary plans - evaluation



- We work with the Plymouth HDRC to support the development of an evaluation framework for this work
- The city survey information will be key here, especially to track changes over time
- There is a wide range of nationally collected information that can support the overall direction of travel, including indicators such as [Productive Healthy Ageing Profile - Data - OHID \(phe.org.uk\)](#);
 - Life expectancy and the inequality gap
 - Healthy life expectancy and the inequality gap
 - Lifestyle factors; smoking, obesity, physical inactivity, alcohol related ill health
 - Employment, and income
 - Loneliness
 - Physical health conditions
 - Factors such as falls