

East Riding of Yorkshire Age Friendly Community State of Ageing Report January 2025 - Summary



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1. Introduction

An Age-Friendly Community is a place where people of all ages can live healthy and active later lives. These places make it possible for people to continue to stay in their homes, participate in the activities that they value, and contribute to their communities, for as long as possible.

There are a number of reasons why taking an age friendly approach is useful. The country has been experiencing a demographic shift towards an ageing population for some time, and rural and coastal areas are more greatly affected than urban areas by this. By committing to becoming an age friendly community we are acknowledging that this means change is needed to ensure our communities work for us as we age. The approach aims to reduce inequalities experienced by older people – age is a protected characteristic and inequalities can accumulate over a life time.

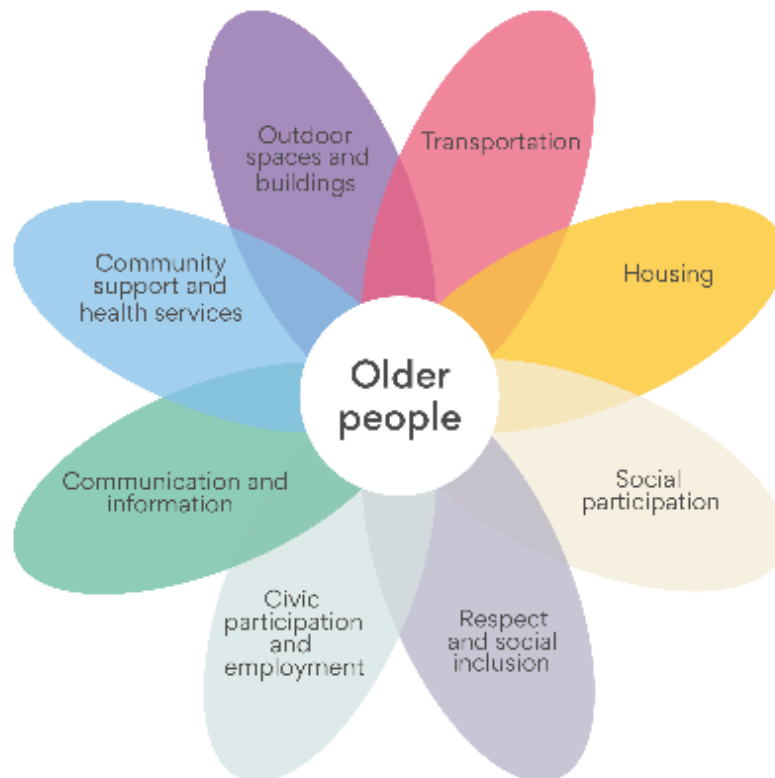
Taking a preventative life course approach to healthy ageing will deliver positive outcomes for all ages and potential to deliver savings in the long run. The approach provides a framework to make strategic locally informed decisions using available resource and enables meaningful engagement with older people. By joining the UK and global Age Friendly Communities network we will be able to learn from other areas about what works and share successes

The World Health Organisation proposes two frameworks to guide communities to reach this goal, developed in consultation with people across the world, built on the evidence of what supports healthy and active ageing in a place and. These frameworks can be considered the “what” and the “how” of creating an age friendly community.

The four stage programme cycle describes the process communities go through to make their communities more age friendly. This cycle on average taking five years and would be repeated for a continual focus into the future. This report is part of stage 1, creating a baseline profile of the current age-friendliness of the East Riding of Yorkshire.



The Eight Domains of Age Friendly Communities are the areas which, when acted upon, can help to address barriers to ageing well.



2. Public and Stakeholder Engagement

As part of Stage 1 of the programme cycle engagement work with the public was carried out in community groups and spaces and in primary care. Older people explained that:

- Social and community and activities and connections with friends, family and neighbours are valued.
- Volunteering and adult education are accessed.
- Services being locally available including public transport, primary care and local amenities are appreciated, people enjoy accessing the outdoor coastal spaces.
- Good information on what is on offer is key to remaining active and independent.

Older people said they want:

- Better access to appointments with primary care and dentists
- Regular public transport
- Additional cultural, recreational, educational, mental stimulation and exercise opportunities for people over 50
- More opportunities for different age groups to connect together to listen and create respect
- Improvements in inclusion and better access in general for disabled people
- More consideration for mental health, isolation and loneliness, particularly in rural and farming communities

A steering group network of stakeholder organisations was created and in workshop activities were asked to share their thoughts and opinions for each of the eight key domains of an Age Friendly Community. Stakeholder engagement highlighted:

- The importance of the community atmosphere and creating a supportive environment, keeping older people connected across society to maintain quality of life, rather than changes to physical spaces.
- Accessibility (geographical, digital and physical access), social inclusion, affordable transport, appropriate housing, community safety and employment/retirement as recurring themes.
- Stakeholders advocate for equal access for health and social care for older people with their voices being seen as central to their healthcare.
- Re-framing ageing as progressive and developmental in terms of knowledge and experience further enable older people to participate fully and actively in society, fostering excitement about opportunities, instead of worry about barriers.

3. Data Highlights

The data around population structure, life expectancy and deprivation detailed in the report highlights the proportion of people aged 50 to 74 in the East Riding, with 26.4% of the total population being over 65. This is greater than the UK population average of over 65s. Locality figures also shows a greater concentration of older people in certain areas, particularly the coastal areas of East Riding, for example, 44.5% of Bridlington North population is aged 65+. Population projections also show that we can expect our older population will increase by 35% from 2020 to 2040, demonstrating that preparation for this demographic change is important. When we consider deprivation, there is also overlap with our areas of greater deprivation along the coast and in some rural areas, which experience greater health inequalities. The environment and services needed by an ageing community improve the wider determinants of health and extend healthy life expectancy, another reason to focus on coastal and rural areas when taking action for healthy ageing.

The report also incorporates a range of data that is of importance when considering Healthy Ageing. Highlights regarding the East Riding population include:

- 16% of people 66 and over (24,320 people) live in a one person household
- 43.8% of people 66 years and over (10,658 people) don't have access to a car or van
- 34% of the 65+ year old population (30,600 people) report that they experience limitations to their day to day activities
- 40.2% of adult social care users report having as much social contact as they would like
- 70.1% of people 50-64 years and 9.4% of the 65+ years population are in employment
- Income deprivation is highest amongst older people in Goole, Bridlington, Beverley and Withernsea
- Moderate frailty prevalence amongst people aged 65+ is 8.2% and severe frailty 3.5%
- 3,420 people have a registered dementia diagnosis, a rate of 59.5% of estimated prevalence
- 82.5% of people aged 65 and over are vaccinated against seasonal influenza

In response to the above, the report also highlights a comprehensive range services and initiatives that contribute to the age friendliness of East Riding across all eight domains

including examples of indoor and outdoor leisure, recreation, social activities, housing provision, welfare advice, digital inclusion, information offers, frailty services, care, carers support, day services, dementia diagnosis and support and health protection.

4. Recommendations

Following on from this baseline evidence report, Stage 3 of the Age Friendly Communities programme cycle 'Act and Implement' directs the Steering Group to create and implement an action plan. This report details the prevalence of a range of data in relation to the eight domains and presents a range of community and statutory services on offer that contribute to the Age-Friendliness of our community. There are opportunities to take action within the eight domains of an Age Friendly Community to respond to the recurring themes in this report around inclusivity, accessibility, focusing on community connections and support, locally available services and the higher need in rural and particularly coastal areas. Established partnership groups and strategies also provide opportunities to connect and influence further to consider actions for healthy ageing and we may also create new working groups and partnerships to secure support and resources to implement specific projects.

5. Opportunities for action:

Engagement and co-development with Older People

- Understand local and national best practice examples of how other Age Friendly Communities continue to engage and co-develop with Older People
- Establish the structure and mechanism for ongoing co-development of the approach with older people in East Riding.

Governance, Strategy and Policy and Partnerships

- The connection between rural and coastal inequalities and higher need in relation to healthy ageing directs the governance of the Age Friendly Communities approach to the Health and Care Committee Rural and Coastal work.
- Review policies and services in terms of Ageing Well. For example in relation to Climate Change, but also Health in All Policies. Look for opportunities to review service delivery in partnerships and relate to the population demographic and projections, current and potential future need and the provision relating to the various domains.
- The Age Friendly Communities approach connects to a range of strategies and policies. Co-production and the voice of lived experience has the potential for a greater role in influencing strategy, policy and services. For example, the Carers Advisory Group has a role in East Riding and has contributed their voices to the refresh of the Carers Strategy. Established structures such as this have a place in connection with the Age Friendly Communities approach.

Outdoor Spaces and Buildings

- Advocate for further development of inclusive, accessible activities for the over 50s (physical, social, mental, educational) to be included in the comprehensive programme of activities in East Riding. Including activities for people with long term health conditions, physical and learning disability.

- Maintain partnership connections across the Age Friendly Communities network to support projects such as Changing Coasts East Riding.

Transport

- Ongoing advocacy and support for community transport initiatives.
- Raise the importance of planning in the means of transport to access new support, services, events, activities, groups, opportunities etc, when those opportunities are being planned and created.

Housing

- Connect with Older People’s Housing Strategy, work with housing colleagues and partners to access the voice of lived experience around housing needs and inform strategy/policy.

Social participation & Respect and Social Inclusion

- Identify resources to further develop events, campaigns, training etc which challenge ageism and promote intergenerational activity. For example, the Age Without Limits Campaign, International Day of Older People.
- Include more intergenerational activities in our offer in communities (see Outdoor Spaces and Buildings)
- Investigate the potential for increasing befriending services in East Riding.

Civic Participation and Employment

- Connect with Age Friendly Communities in other areas regarding research and initiatives into “purpose in later life” to consider implementation in East Riding.
- Raise awareness of the Age Friendly Employer Scheme with East Riding businesses and include promotion of the Mid Life MOT.
- Work with Adult Education partners to investigate opportunities for the provision healthy ageing information for mid life working age and retired adults.
- Further development of volunteering opportunities where possible and in relation to specific project activity, eg developing befriending services.

Communication and Information

- Create a focused working group for this domain to consider the range of sources of information for healthy ageing (digital platforms/directories and paper copies) and improve co-ordination and promotion of information across relevant partnerships and to the public.
- Connect the information offer to campaigns, events and training that support healthy ageing.

Community Support and Health Services

- Further Develop Befriending services for the most isolated older people in our communities (relates to volunteering, social participation and social inclusion)

- Support increases in provision of Welfare Advice specifically targeted at older people in East Riding with considerations on improving financial inclusion in the rural and coastal communities.
- Connect the established Dementia Inclusion Network to the Age Friendly Communities approach.
- Scope opportunities to understand, promote and support the needs of older people who may not receive the care and support of family members, for example the Ageing Well Without Children initiative and research on improving support for people living alone with dementia.
- Ensure the Age Friendly Communities approach connects to Health Care services in relation to Frailty and Falls Prevention to support a life course approach around awareness raising and prevention.
- Contribute to Mental Health system partnerships to advocate for the needs of older people's Mental Health.