



## Discussion - Age Friendly Communities

Bewdley Community Engagement & Information Event

10<sup>th</sup> October 2019

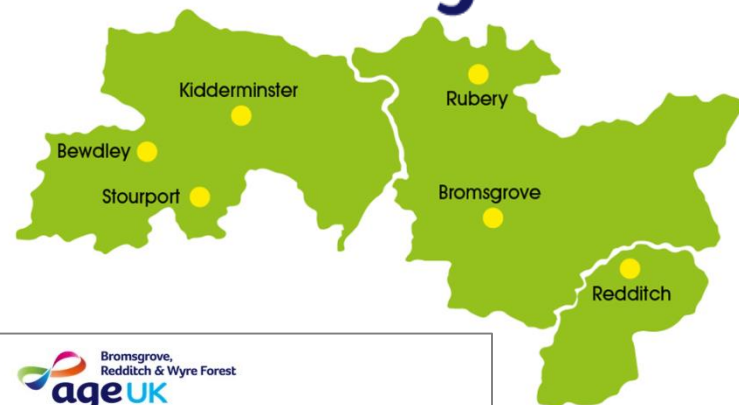
Community Feedback & Comments



# Age UK BRWF – Starting the Local Conversation



- With over 30% of the population of Bewdley, Wribbenhall and the surrounding areas being over the age of 65, older people make up a significant proportion of our local communities which is why Age UK Bromsgrove, Redditch & Wyre Forest is working in partnership with the Mayor of Bewdley, Councillor John Byng, to look at ways in which we can raise the profile of, and better support, this key group of local residents
- As a first step, a joint Community Engagement & Information Event was held on 30th October 2019, which included an open discussion about '**Age Friendly Communities**' and what this means for people locally
- This document summarises the output from this group discussion, which focused upon five key themes:
  - Feeling Well
  - Safe at Home
  - Active Communities
  - Quality Health & Care
  - Enough Money





Bromsgrove,  
Redditch & Wyre Forest

Age UK BRWF in partnership with the Mayor of  
Bewdley are holding a **Community Engagement and**

## Information Event

**Wednesday 30th  
October 2019**

**10am - 2pm**

**Community Room**  
Bewdley Medical Centre,  
Dog Ln, Bewdley DY12 2EF



- An Age UK BRWF Advisor will be holding a '**pop-up**' **Information & Advice surgery**, offering support on a range of topics (including social care, benefits and pensions advice, staying safe and independent at home, as well as support for carers)
- At **11.30am** there will be an open discussion about '**Age Friendly Communities**' and what this means for people locally
- At **1pm** there will be a **Dementia Friends Information session** for anybody that would like to find out a little bit more about what it is like to live with dementia



**Come and Talk to Us!**

For more information contact Jo Hughes at Age UK BRWF  
Call 01527 868855 / [Jo.Hughes@ageukbrwf.org.uk](mailto:Jo.Hughes@ageukbrwf.org.uk)

Age UK Bromsgrove, Redditch & Wyre Forest  
Registered Office: 51 Windsor Street, Bromsgrove, B60 2SU Registered Charity No. 1160891

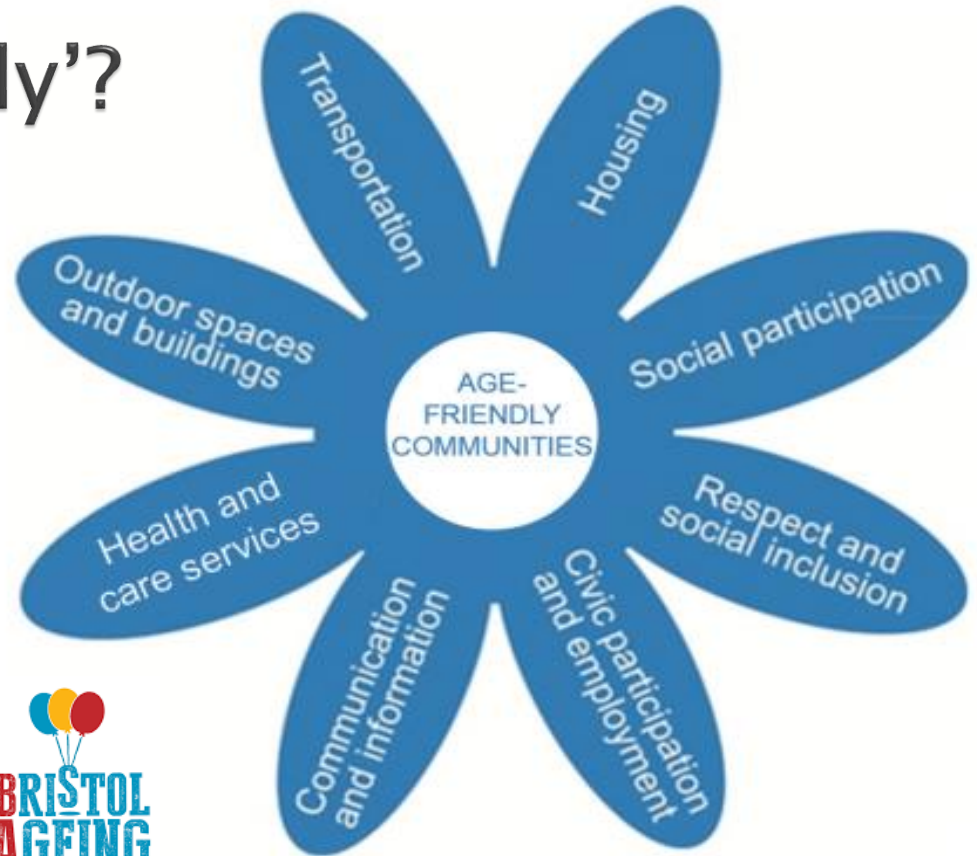
**We want to make North Worcestershire a better place for people to grow old**

# What is 'Age Friendly'?

- 'Age-friendly' is a concept that was developed by the **World Health Organisation** (WHO)
- In 2006 the WHO launched its **Global Network of Age Friendly Cities and Communities** programme
  - Identified eight domains that it felt were universal to creating an age friendly city/ community
  - Created a network which now encompasses 500 communities in 37 countries



Making Leeds the best city to grow old in



World Health Organisation  
Age Friendly Communities Framework

Age-friendly communities foster healthy and active ageing, making 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

# Age UK Guide – Age Friendly Places



Age Friendly Places  
Making our community a great  
place to grow older



- Communities where age is not a barrier to living well
- Where local people have decided their priorities to better support people as they age
- Focus on five key themes to support local dialogue:



## Feeling well

We want everyone in later life to be able to enjoy life and feel well.



## Safe at home

Everyone in later life should feel comfortable, safe and secure at home.



## Active communities

Everyone should be able to be active and participate in their community whatever their age.



## Quality health and care

All of us should be able to access quality health and care support as we age.



## Enough money

Everyone should be able to have enough money to live well in later life.

For more information about the 'Age Friendly Places Guide' see:

[www.ageuk.org.uk/our-impact/politics-and-government/age-friendly-places/](http://www.ageuk.org.uk/our-impact/politics-and-government/age-friendly-places/)



# Feeling Well

## What are the key 'Priorities'?

- Important to have friends – without friends, can become isolated
- Doing things – having somebody to talk to
- Making an effort – maintaining appearance
- Mental Health
- Positive support from medical profession/ the Medical Centre – Knowing who to contact if you don't feel well

## What is 'Working Well' locally?

- Friendly feeling toward the older community
- Activities/ Meetings/ Events at St Georges Hall – average age of people attending 50-70 years
- Care Navigators at Medical Centre & GP 'Ring Back' Service
- Support for people who are carers (Worcestershire Association of Carers – Telephone support/ Befriending)



## Feeling well

We want everyone in later life to be able to enjoy life and feel well.

## What could be improved ?

- Knowing where to go for help ('Knowledge is Power') - Don't know what is available until you ask questions
- Medical/ Health information – knowing who does what and what is available. Social Prescribing – people don't know what 'Social Prescribing' is and how it can help them. Where to go to access more information about medication (e.g. medication for people living with dementia)
- Getting to see your own doctor/ being able to see the same doctor. 'Being treated as a person'
- Support if you are feeling 'down'. Carers being able to get a break (Sitter Service)
- Access to information - Everything is IT Based (live in an area where there is no internet access). Could more information be made available at the Library ?
- More awareness of what is going on in Bewdley – i.e. impact of the Bridge closure

# Active Communities

## What are the key 'Priorities'?

- Having access to 'regular' and 'affordable' Transport
- Company
- Communities/ activities that are inclusive (e.g. for people with hearing difficulties/ issues)



### Active communities

Everyone should be able to be active and participate in their community whatever their age.

## What is 'Working Well' locally?

- Local Churches– route into friendships with people of your own age (but declining numbers)
- St George's Hall – active residents making it work (socially-minded) – serves older people well
- Groups such as 'Knit and Natter', Together Group
- Information in the 'The Bridge' and 'The Shuttle'
- Bewdley Medical Centre Text Service
- Local Facebook groups keep people updated on what is going on ('This Is Bewdley')

## What could be improved ?

- **TRANSPORT** - Smaller, electric vehicles that run more often – Transport frequency – being able to go out of an evening
  - Taxis – good availability but costly
  - More Volunteer Drivers available
- Information about what is available – a lot of people don't have an iPad or a Mobile Phone
- Information about events that are 'inclusive' of people with hearing issues – feel isolated if can't hear – 'lose confidence' and then 'give up'
- A concern was raised for people in wheelchairs and mobility scooters crossing the bridge due to the narrowness of the pavement



# Enough Money

## What are the key 'Priorities'?

- Making ends meet – not living beyond your means
- Knowing what you entitled to
- Getting help with benefits

## What is 'Working Well' locally?

- There are several Cash Points across the Town (but no Banks)



## Enough money

Everyone should be able to have enough money to live well in later life.

## What could be improved ?

- No Banks in Bewdley (and the Post Office is so busy)– reliance on ATM machines. Cashless Society – leaving older people behind
- Concerns raised about the threat of having property taken away due to Social Care costs
- Access to affordable and suitable Housing - Fair rents (high rents in Bewdley). Encourage residents to downsize – what can be done?
- Parking Charges (especially when visiting the Doctors)
- Communication and access to information about what benefits/ support people are entitled to, e.g. Access to information about care system and financial assessments
  - Difficulties when information is online and/ or over the phone
  - Support with completing financial assessment forms – people scared of going to the DWP – don't want people to know that they are not coping

# Safe at Home

## What are the key 'Priorities'?

- Partner/ Pets/ Friends – having someone else in the house with you
- Good neighbours – knowing who you can call if you have a problem
- Personal alarms (and personal safety in general)
- Prevention of falls
- Concerns about scam calls/ callers

## What is 'Working Well' locally?

- General feeling that it is a 'safe' community (incidents not often reported in the local news)
- Fire Prevention Advice/ Fire Safety Checks – checking Fire Alarms, helping you to plan 'Escape Routes', knowing about vibrating alarms
- Access to Personal Alarms – however people don't know about them and 'how cheap they are'



### Safe at home

Everyone in later life should feel comfortable, safe and secure at home.

"Hearing 'bad news' of things happening to others in society affects how 'safe' you feel at home"

## What could be improved ?

- Getting people to talk to neighbours
- Support from Local Police - No Police Station in Bewdley - More police on streets makes people feel more comfortable but does it make a difference?
- Older people to be educated more on how to keep safe at home
  - Knowing what you can do to block Scam Calls, prevent Cold Callers ('No Cold Callers' signs)
  - Publicity regarding Fire Protection and information about local Neighbourhood Watch and PACT meetings
- Knowing how to prevent trips and falls, and what equipment is available
- Information about equipment – i.e. change a bath to a shower
- Prompt OT Assessments – knowing who to get in touch with



# Quality Health & Care

## What are the key 'Priorities'?

- Access to Primary Care
- Continuity of Care
- Knowing what health and care support is available

## What is 'Working Well' locally?

- Good Medical Centre in Bewdley – but difficult to get here
- Carrolle Sajid (Age UK H&W Dementia Wellbeing Service) came to see us in our own home – no time pressures – 'our environment' – felt relaxed to ask questions – able to 'open-up' more



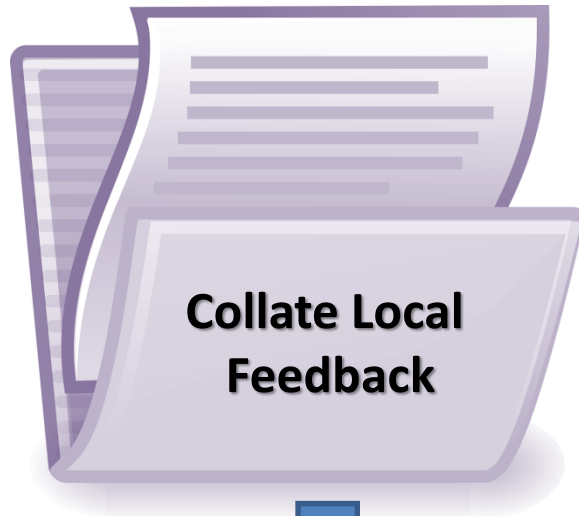
### Quality health and care

All of us should be able to access quality health and care support as we age.

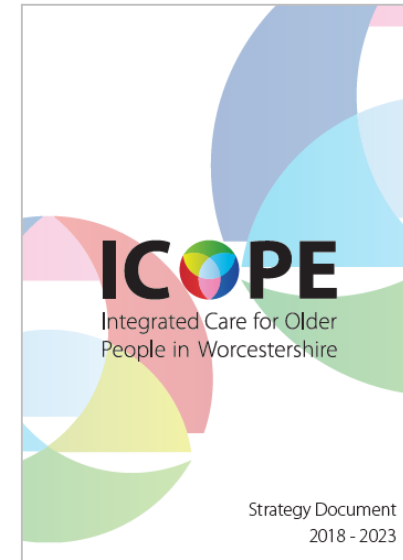
## What could be improved ?

- Only having to 'Tell your story once' (reference made to the CCG's 'Digital Strategy' by a member of the group to help support this)
- People don't understand the implications of saying 'No' to Bewdley Medical Centre's request to sharing their data
- Being able to see a Doctor the next day – virtually unheard of, but is what people want - Continuity of Treatment (e.g. seeing the same doctor)
- Continuity of GPs. Turnover of Doctors – difficult to build a relationship
- Free Parking if people are visiting the Medical Centre
- Access to information – information has to be presented in a variety of formats
- Information about Minor Injuries that can be supported at the Medical Centre
- Services at Kidderminster Hospital
- Want to know what is available – need access to a person that can answer your queries - Care Navigators need to be more 'medically trained'
- More 'honesty' about the future and likely outcomes so can plan accordingly – don't always want the 'bedside manner' answer
- Medical Centre under-used - Publicity of events at the Medical Centre (Noticeboards etc.)

# Next Steps/ Furthering the Local Conversation

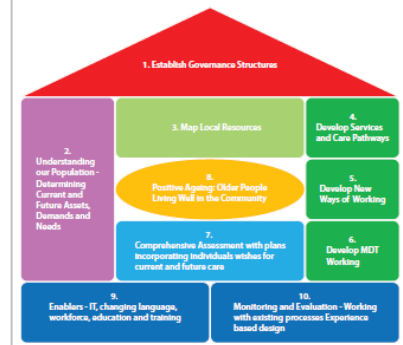


**Influence and shape  
local support &  
services**



## 4.0 Ten Step Framework

The Worcestershire ICOPPE programme will utilise a ten step framework, which sets out the desired direction of travel for the integration of health and social care for older people in Worcestershire, and underpins the programme implementation plan. Each building block is an essential step towards enabling integrated care for older people to be implemented, evaluated and sustained across the system and to achieve the programme overall aim. The ten building blocks are outlined below:



To everybody that took part in this initial discussion;

Thank you!

For more information please contact:

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